

New York City Transit Authority

Graphics Standards Manual



New York City Transit Authority

Pentagram

Graphics Standards Manual

Contents

1	Introduction
2	Diagram of the Information Tree
3	Diagram of basic sign distribution
4	Type face
5	Type sizes and leading
9	Letter spacing
11	Color coding
46	Color swatches
55	Construction of the arrow
56	Use of the arrow
59	Examples and combinations of the arrow, directional information and color-coded identification.
61	Sign plate modulation
62	Examples of sign plate modulation
63	Special conditions of station identification signage
64	Criteria and examples of exit and transfer signs
65	Station identification (supplement)
70	Directional signs on platforms
71	Diagram: sign clearance and safety zone for conductors
72	Typical sign details: construction and engineering
75	The Directory
76	Line map in the train
77	Miscellaneous signs 1 Turnstiles
78	Miscellaneous signs 2 Doors
79	Miscellaneous signs 3
80	Mandatory signs
81	Temporary signs
82	Street-level signs
87	Reproduction material: Standard Medium 9" alphabet upper and lower case, numerals
152	Reproduction material: Standard Medium 4¼" alphabet upper and lower case, numerals
168	Reproduction material: Standard Medium 1¾" alphabet upper and lower case, numerals
171	Sign glossary and semantics
173	Nomenclature for station identification Numerical listing of stations
174	Nomenclature for station identification Alphabetical listing of stations

The graphics standards in this manual are the culmination of an extensive design program intended to develop a coordinated and effective rapid-transit signage system. Standards of identification, directional—informational signage, maps and color are devised to orient people within the subway environment. The basic system of presenting information and direction to the rider is illustrated on page 2 'The Information Tree'. The passenger will be given the information or direction only at the point of decision. Never before. Never after. He will encounter three basic categories of signs:

Identification

All major signs that identify the name of the station

Directional

All signs which lead the passenger from the street, through the station, to the train, or vice versa

Information

All signs indicating general information about schedules and tracks, plus information about facilities not directly related to transportation e.g. public telephones, rest rooms, etc.

For all three categories a specific type size and modular signplate are devised to build up a visual recurrency.

This program will eliminate visual clutter, and information that is often misleading or unnecessarily repetitious. The Manual of Standards will be the sole reference for all signage. It will be used as a reference in conjunction with architects' station plans and contractors' working drawings; therefore, all involved in sign work must familiarize themselves with its contents.

The New York subway, by its very nature, is full of environmental differences. These will occasionally require modification in the standards. It is vital that all deviations from the Manual of Standards be referred to the N.Y.C.T.A. Signs Committee for consideration so that any digression from the recommended norm will be done with the greatest discretion. Since this comprehensive and improved signage program requires consistency, there must be no overlapping of old and new signs. All signs erected previous to this program should be removed.

Whenever new graphics standards are developed or existing standards are revised, new manual pages will be issued.

Diagram of the Information Tree

This diagram explains the sequence of information to the subway rider. It is a branching system that will lead him to his destination as directly as possible. The basic concept of this branching system is that the subway rider should be given only information at the point of decision, Never before, Never after.

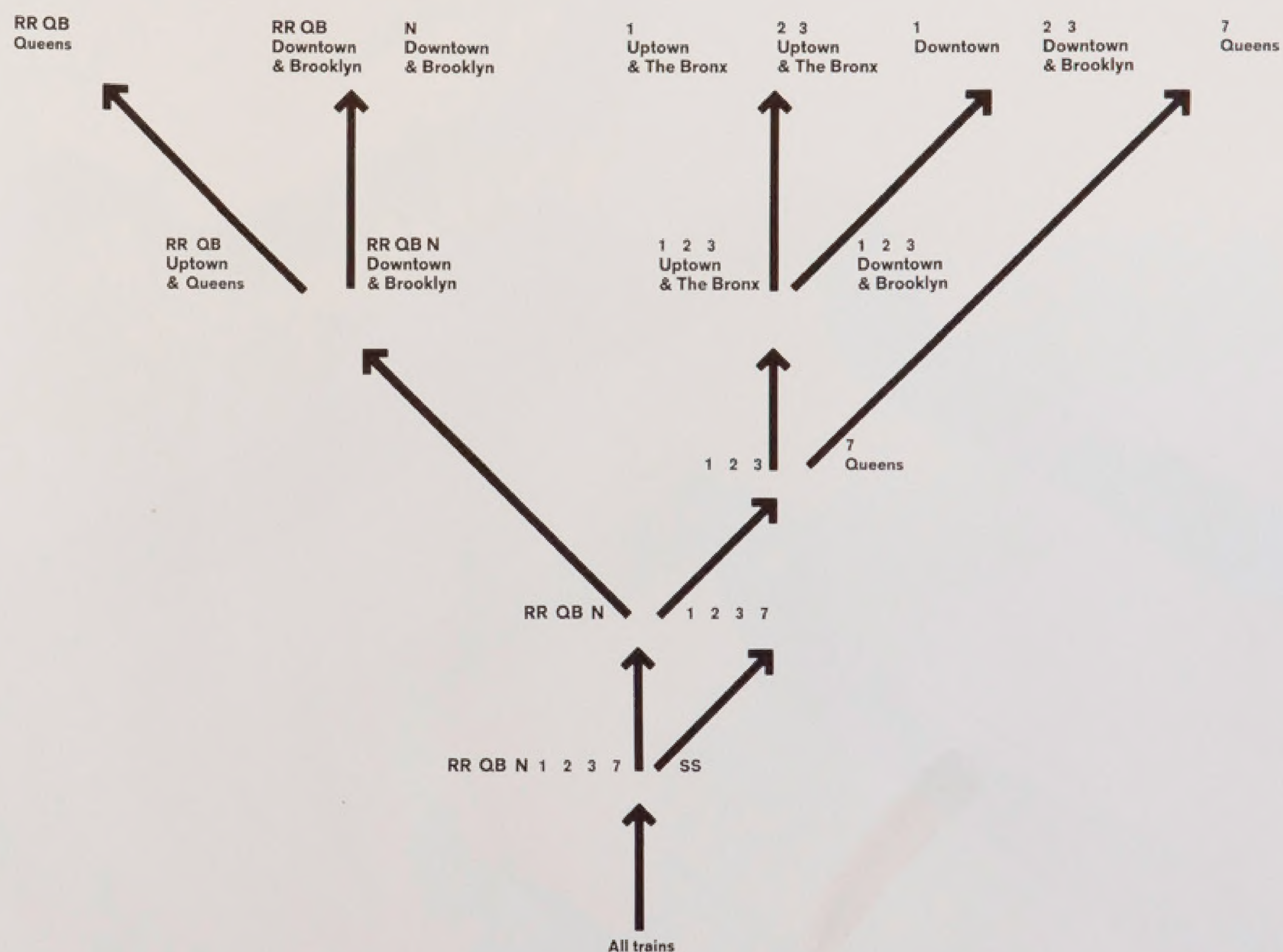


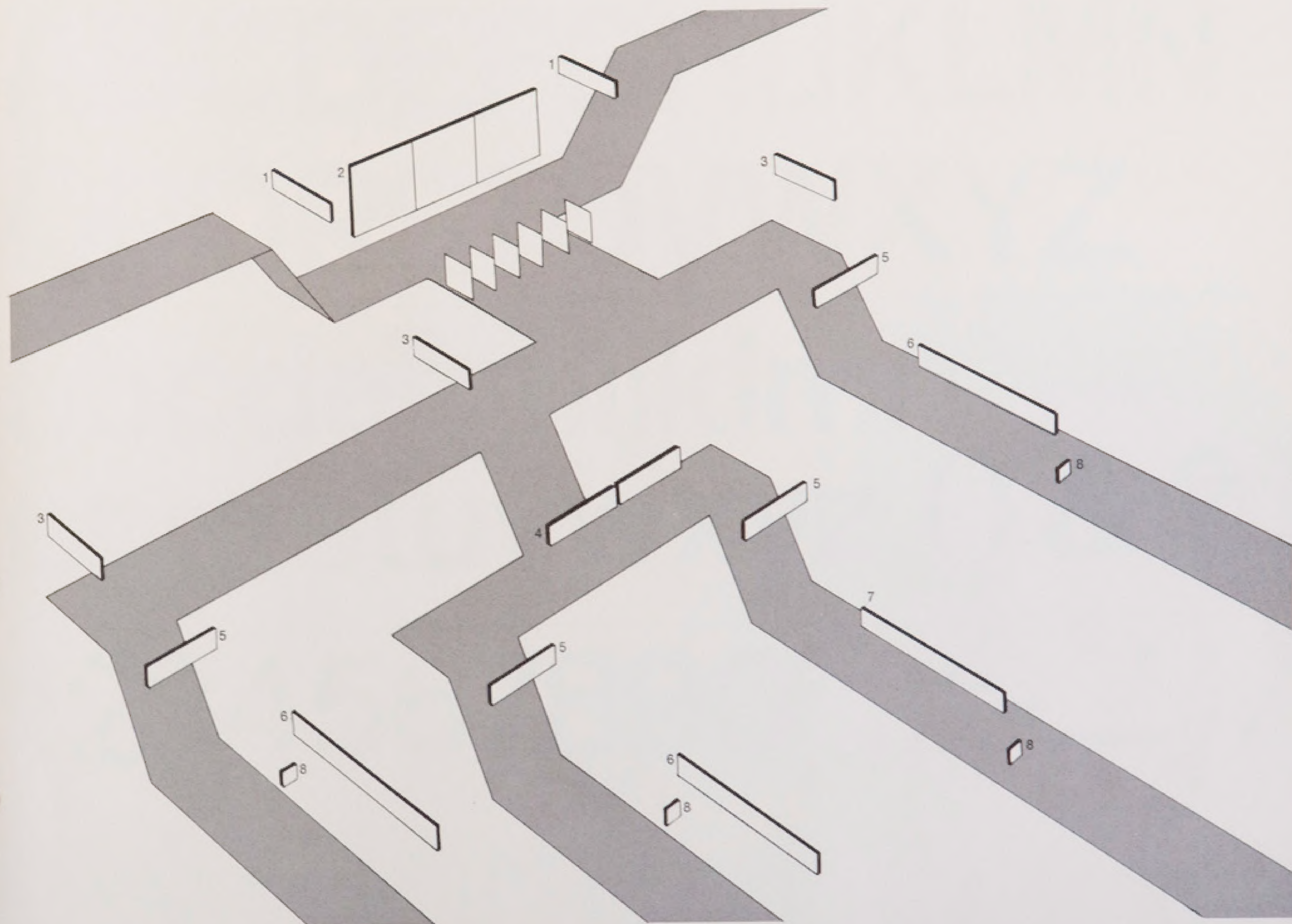
Diagram of Basic Sign Distribution

1. Street level: station name, direction, color-coded line identification discs.
2. Maps: System map, neighborhood map, 'How to get there' map.
3. Direction signs, branching traffic flow to track levels and exit.
4. Direction sign branching traffic to left and right.
5. Exit/Transfer sign
6. Train information signs: direction, discs and schedules relating to trains passing on that track.

7. Station Identification.

8. Station Identification on the columns (abbreviated).

Note: Wherever a message appears only on one side of the sign, the structure is similar to a double-sided sign. The color is white.



It is vital that all signs be read easily and understood quickly. This demands the consistent use of a distinctive type face throughout the entire system.

Research has shown that the most 'appropriate' type face for this purpose is a regular sans serif. Of the various weights of sans serif available, Standard Medium has been found to offer the easiest legibility from any angle, whether the passenger is standing, walking or riding.

The specific size type to be used will vary according to the three basic sign categories:

1. For Station Identification, Exit and Transfer signs the largest type face, X height 9"
2. For Direction signs, X height 4 1/4"
3. For Information Signs, X height 1 3/4"

Tables showing the alphabet follow below:

*Note: X height has been used as a point of reference and represents the height of upper case X in the Standard Medium alphabet.

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n
o p q r s t u v w x y z () & ? !**

1 2 3 4 5 6 7 8 9 0 . , ; - ' ' /

The rules for leading will have application to all Directional and Informational signs. Research has shown that the former should have no more than two lines of text and the latter no more than six. The grid will indicate the proportions to be observed in setting lines of text. Upper case X height has been used as a point of reference. Again, in those exceptional circumstances where reduction of size is obligatory, all leading between lines must be reduced proportionately. There must be no inconsistency in leading in any given sign.

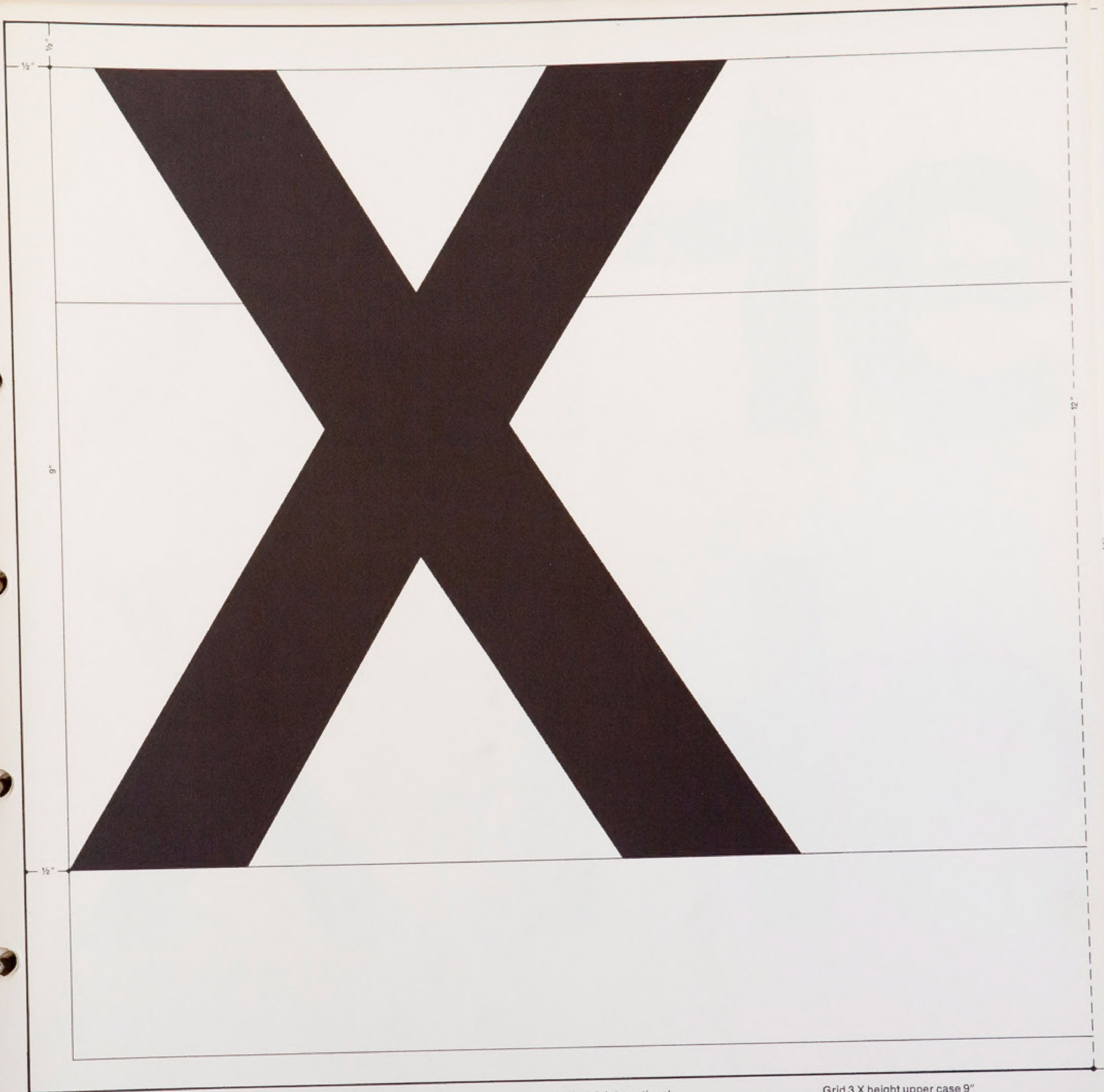
The diagram indicates the position of type and the number of lines which may be standardized on a 1" module.

Grid 3 X height upper case 9"
Grid 2 X height upper case 4 1/4"
Grid 1 X height upper case 1 1/2"

Page 6

Page 7

Page 8



1/2"

4 1/4"

1 1/8"

4 1/8"

12"

X H e

X H e


1 1/2" X Height type

1 1/4" X Height type

1 1/8" X Height type

1 1/2" X Height type

1 3/8" X Height type

1 1/8"  Height

The illustration shows three examples of letter spacing. The first line is an example of space units found between letters of opposed and similar visual character.

The second and third lines show the space unit counts found in typical words used in the subway system. The chart on page 10 shows all possible letter and number combinations and their space unit counts. The size and positions of the space units in relation to the three alphabet sizes are found on pages 88-170.

odvepnlry

1 1 -1 2 2 3 3 0

Uptown

3 0 0 -1 1

Broadway

2 0 1 2 1 -1 -1

Letter spacing

A modular system has been devised, which offers consistent spacing for letters and words for the three sizes of type. This unit system must be scrupulously adhered to at all times as this will preclude any inconsistency, regardless of where or when any given sign is being manufactured.

On those rare occasions where environmental considerations necessitate a deviation from the standard, all reductions in size must be done photographically so as to preserve the most desirable proportions. Moreover, fractional reductions and the creation of 'odd' sizes must be avoided.

Because typefaces tend to become distorted when enlarged many times their actual size, the following chart is provided to help determine

proper letter-spacing for the 'Standard Medium' typefaces.

To find the proper spacing for any word, select the preceding letter in the left-hand column and the following letter from the top column. The box that corresponds to each column contains the exact number of space units that is to separate the two letters.

The sizes of the space units have been predetermined. They have been drawn in position on the right and left side of each letter and number of the three sizes of alphabet on pages 88-170. Space units must be added to or subtracted from these units in the same relationship to the letters as they appear in the manual, otherwise the chart will not function properly.

Capital letters appear only in the left-hand (preceding letter) column since style is always to be upper and lower case.

Word spacing

All word spaces are to equal one-half the height of the capital letter

	a s g	b h i k l	c d e o q	f t	j	m n p r.,	u	v w y	x	z		1	2	3?	4	5	6 8 9 0 c	7
a h m n	2	3	2	1	0	3	3	-1	1	2	1	1	1	1	1	2	2	1
b c e o p s	1	2	1	0	-1	2	2	-1	-1	0	2	1	1	0	-3	0	0	-1
f r	0	2	0	1	-2	2	2	0	0	0	38\$	0	0	1	1	1	1	-1
k x	-1	1	-2	1	0	1	1	0	0	1	4	-3	-1	1	1	1	1	-3
t z	1	2	0	1	0	2	2	1	1	2	5	-1	0	1	1	1	1	0
v w y P	-1	1	-1	1	-3	1	1	0	-1	0	6	1	0	1	1	1	1	0
A K L X	0	1	-1	-2	0	1	0	-4	0	1	7	0	-1	-1	-6	-3	-1	1
B C D O S	1	2	1	1	-1	2	2	-1	0	0	90	1	1	1	1	0	1	-1
E	1	2	0	-1	0	2	1	-2	0	1								
F	-3	2	-2	-1	-2	-1	-1	-2	-3	-3								
G H I J M N U d g i j l q u ; ; !	2	3	2	2	0	3	3	1	1	2								
Q R	0	1	-1	0	0	1	0	-1	0	1								
T Y	-5	1	-5	-1	-3	-4	-4	-4	-5	-5								
V W	-3	1	-3	0	-3	-1	-1	-2	-3	-3								
Z	1	2	0	0	0	2	1	0	0	2								

Color coding

To distinguish each line the subway map designates an eight-color code with different letters or numbers. These will be used on all direction signage as well as on the train itself. The numbers and letters will appear in white on colored discs. The discs will always be arranged in alphabetical order, left to right. They will be followed by the numbers in numerical order.

For reproduction purposes master discs are shown full scale in black and white on pages 12 through 45. They should be the only source of reference and used for any reproduction method at all times. However, on those few occasions when environmental circumstances demand a reduction in their sizes this must only be done photographically and by no other method.

The following sample color swatches should be matched by the suppliers for the color codification of lines. They should be the only reference for color standards, whatever reproduction method is used.

Each of the following swatch tables, on pages 46 through 54, indicates the particular color coding to be used for each line.

Color coding 11" discs

Color coding 5½" discs

Color Coding 1¼" discs

Page 12-37

Page 38-44

Reproduction sheets for 5½" (½ size) line identification discs. This size should only be used when more than four lines are listed on street level railings.

Page 45

Reproduction sheet for 1¼" line identification discs.

This size should be used in time schedules on train information signs.

























































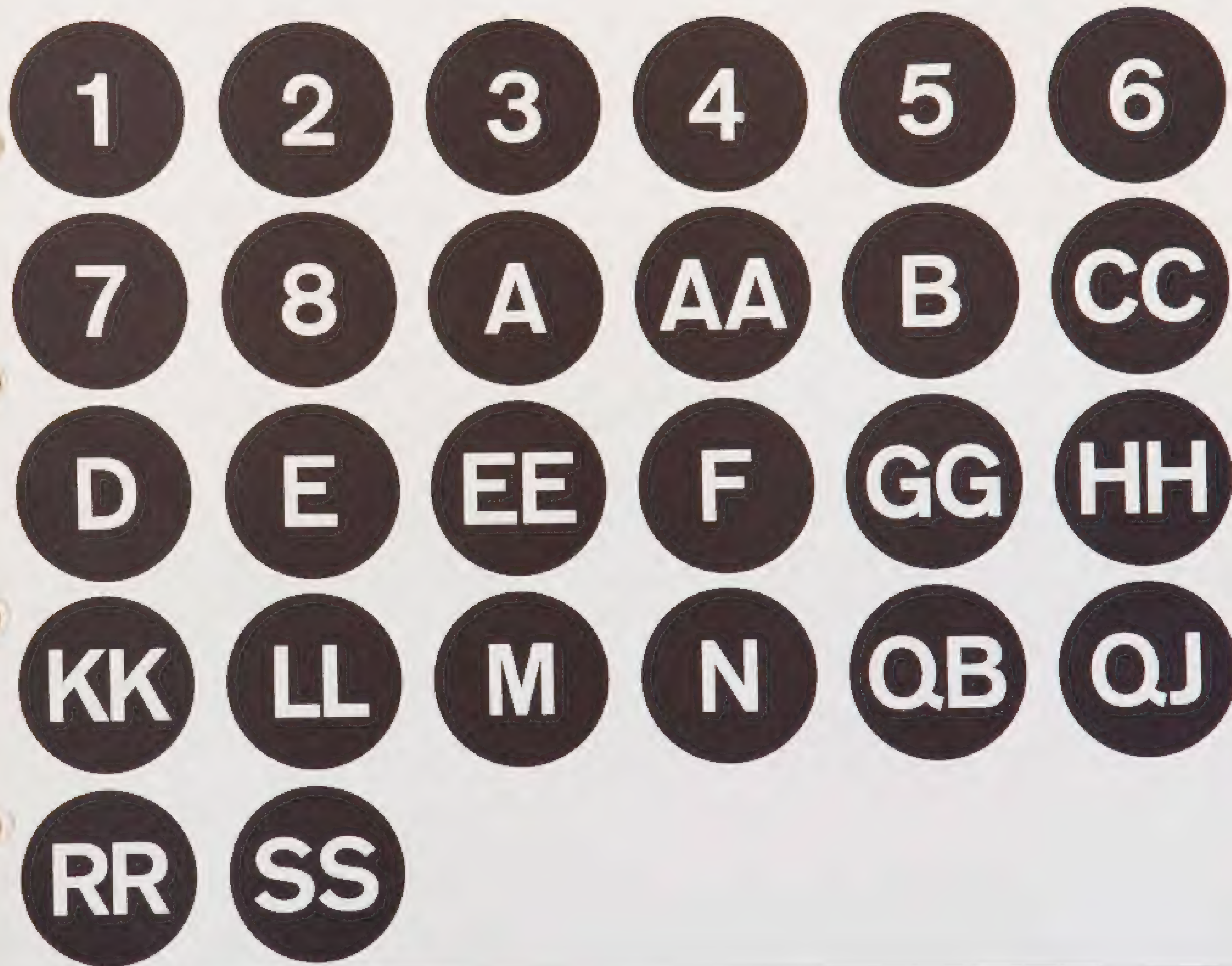






















Use of the Arrow

The structure of the arrow allows for its rotation in six different directions depending on how the passenger is being directed through the station:

To indicate movement through the station:

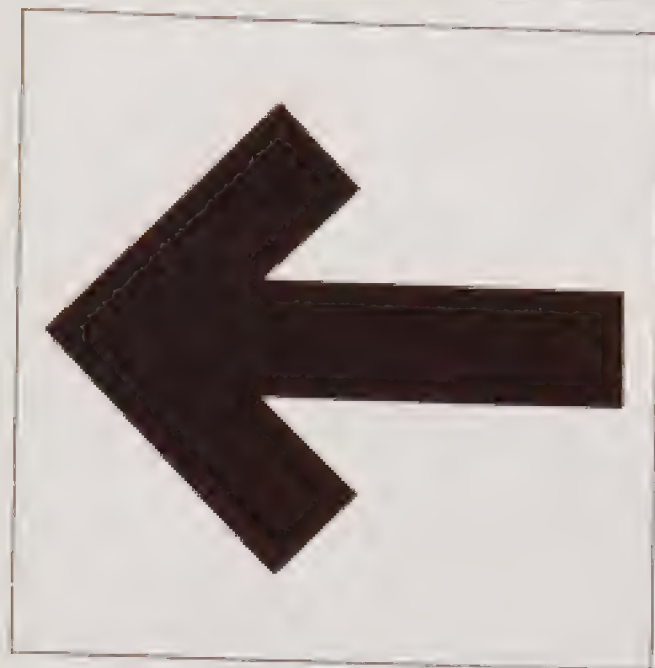
Left/Straight ahead Center/Right

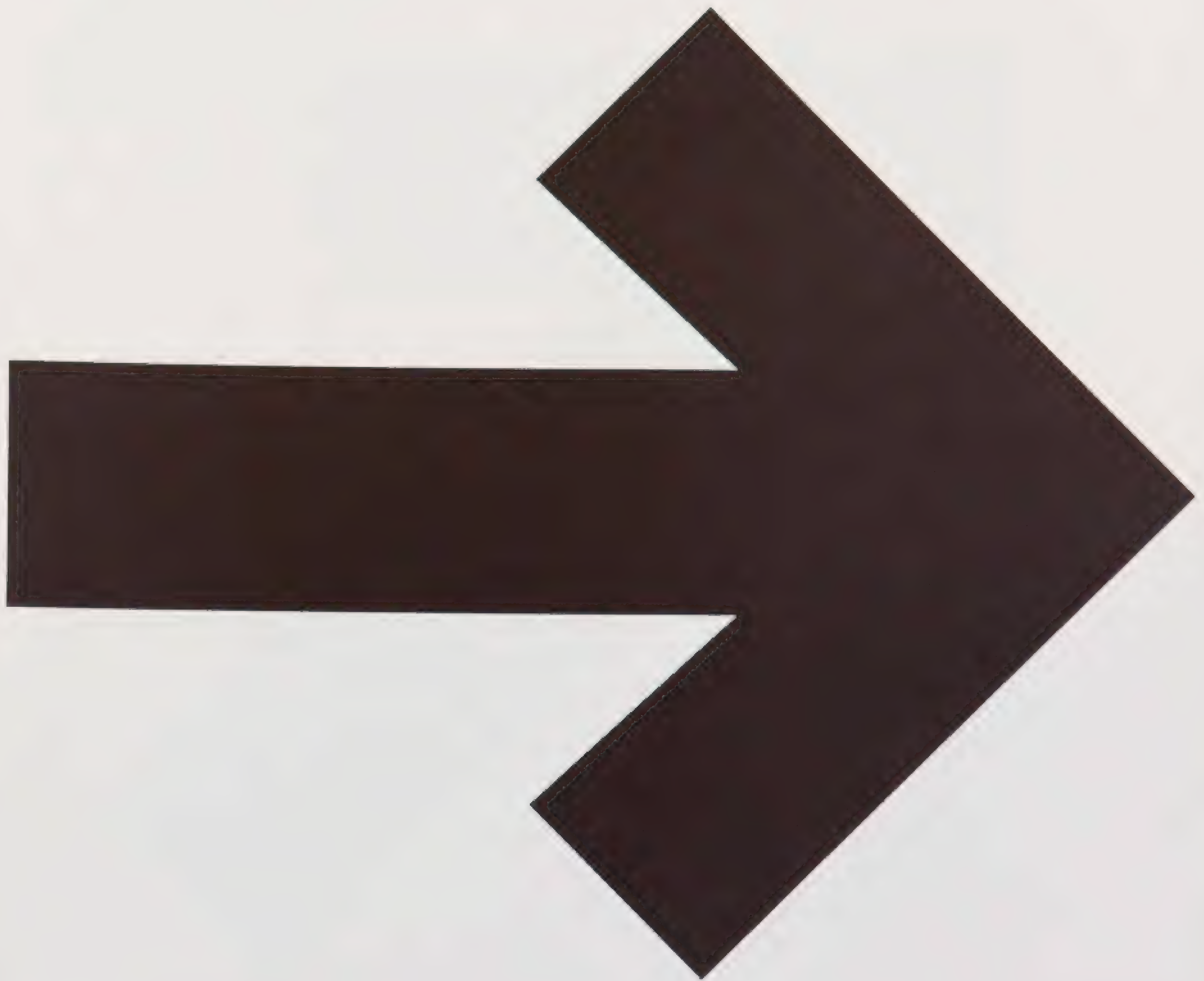
To determine and preselect traffic flow:

Bear left/Bear right

The arrows on pages 55-58 should be the only source used for reference or reproduction. However, on those few occasions when environmental circumstances demand a reduction in their size, this must only be done photographically and by no other method.

Note: The arrow does not always indicate up or down direction.







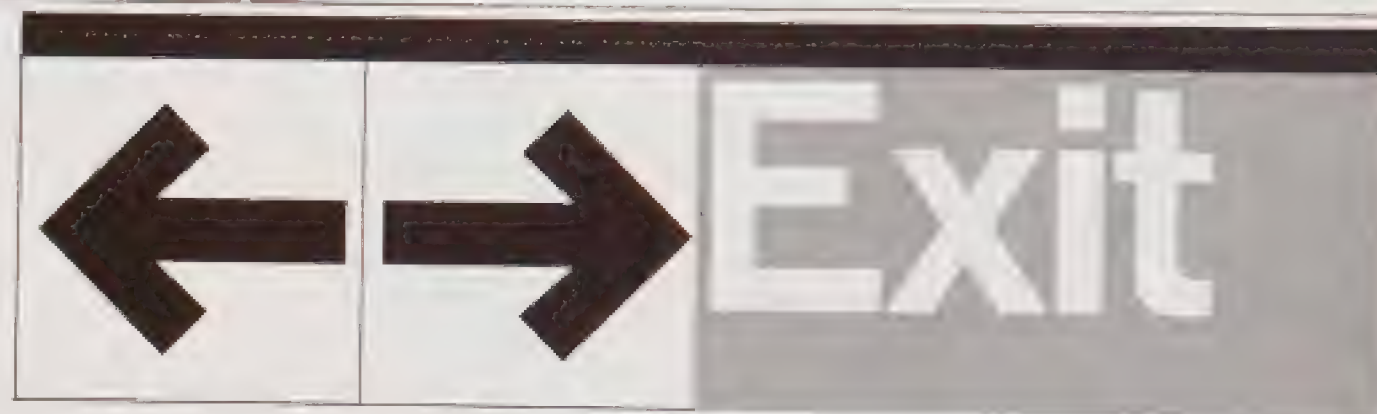
Examples and combinations of the Arrow,
directional information and
color coded identification

1. Situation directing left to all trains.
2. Directional situation where the exit is to the left as well as to the right.
3. Situation preselecting the flow pattern to avoid traffic jam.
4. Situation at corridor intersection, e.g. straight ahead for lines EE, N, QB, RR. For line 2 branch to the right.

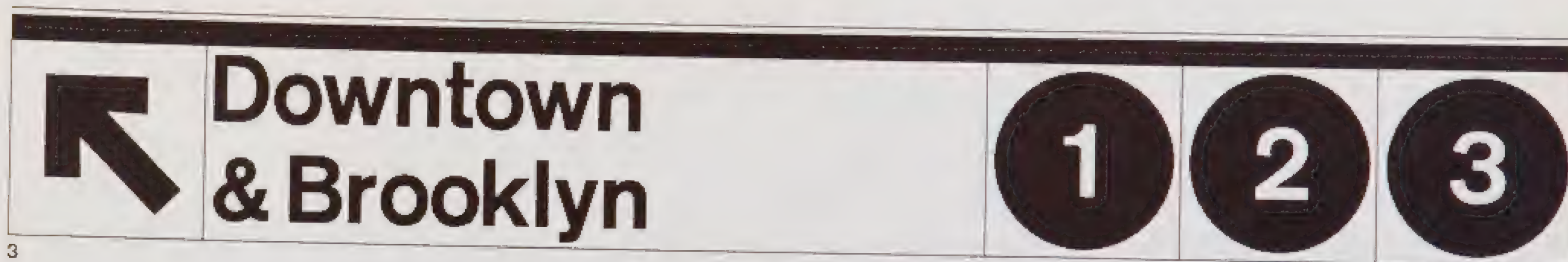
Note: When there is a change of direction indicated on the same sign to avoid confusion there should be a blank module 1' x 1' to separate the two directions. (see 4)



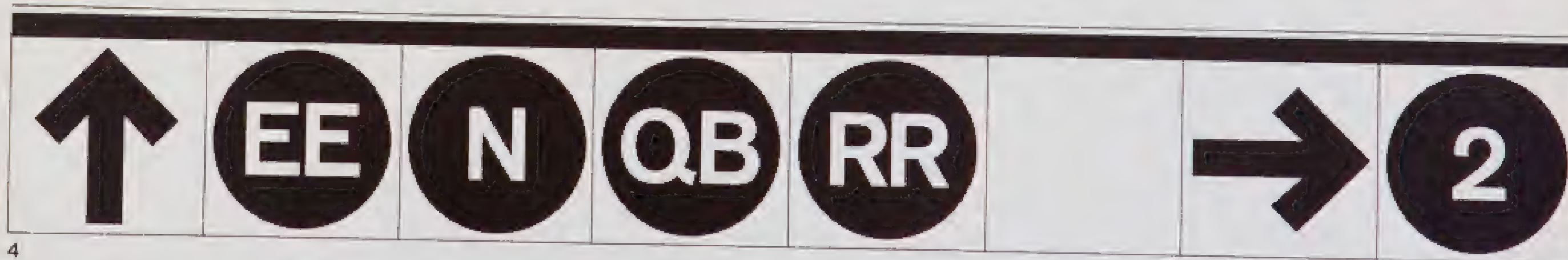
1



2



3



4

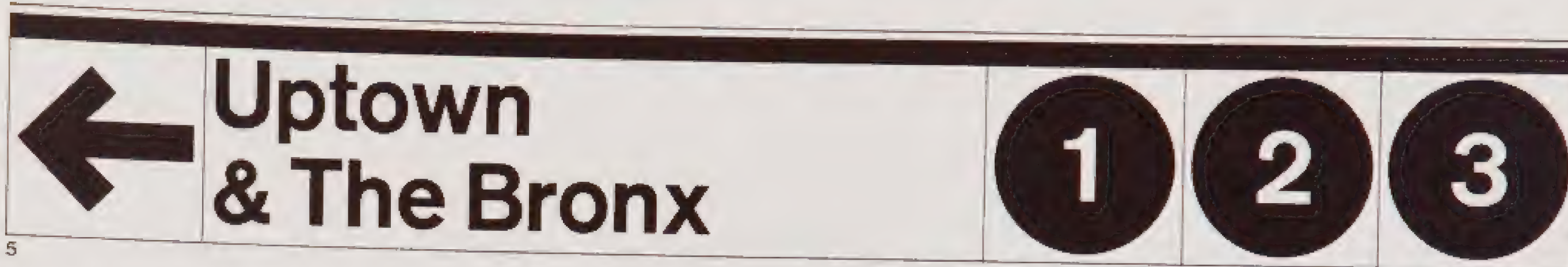
Examples and combinations of the Arrow,
directional information and
the color coded identification

5. Sign indicating to turn left for train 1, 2, 3
going uptown and the Bronx.

6. A situation where steps lead down to all
trains.

7. A sign indicating a direction bearing right,
used to preselect traffic flow to SS line on
track 3.

8. Various situations showing how not to use the
arrow(s) at any time or in any place in the
subway signage system.



Sign plate modulation

To avoid the visual clutter of sign plates of unrelated size, a modular system has been devised in four dimensions (1, 2, 4 and 8 feet by 1 foot high).

This system will standardize the economics of production and maintenance. It also provides a system of visual recurrence to enhance the perception of the message. In writing the text for a given sign, the modular elements will be assembled according to the nature of the message to be covered.

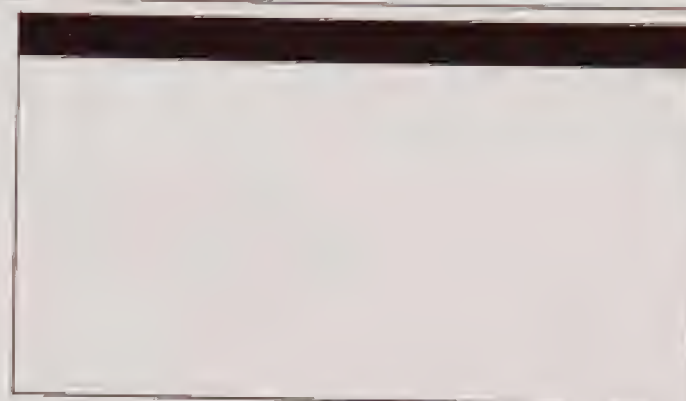
Note: The structure of architectural details should be designed to accommodate this modular sign plate concept. It is the policy to discourage deviations caused by structural or non-structural details. However, when

deviations cannot be avoided, it is imperative that the N.Y.C.T.A. Signs Committee be contacted for approval of them.

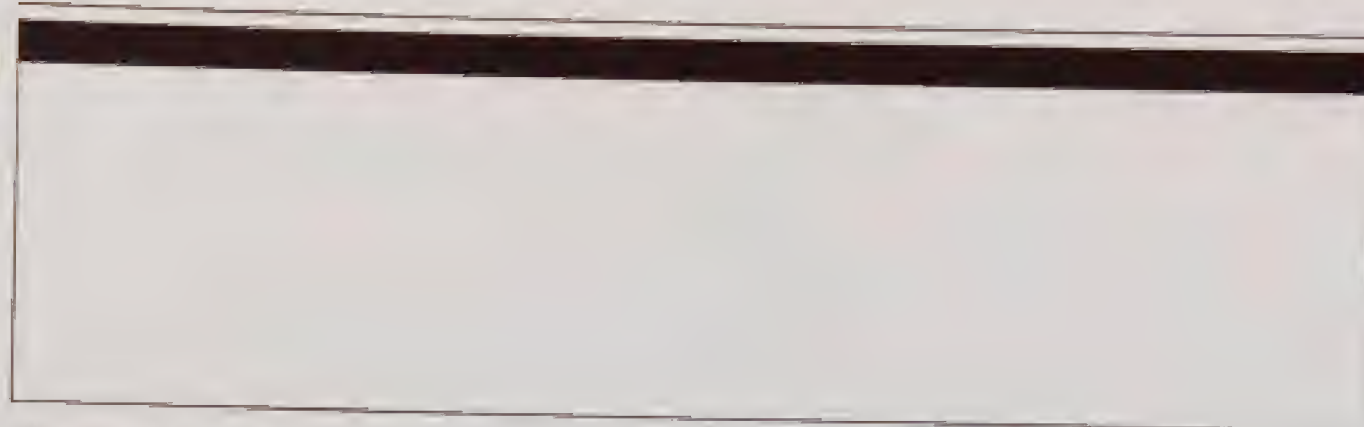
The 1½" black band at the top of the panel represents a structural device to which the panels are fastened. Whenever the panel requires a different structure, the black band should be part of the graphics on the sign.



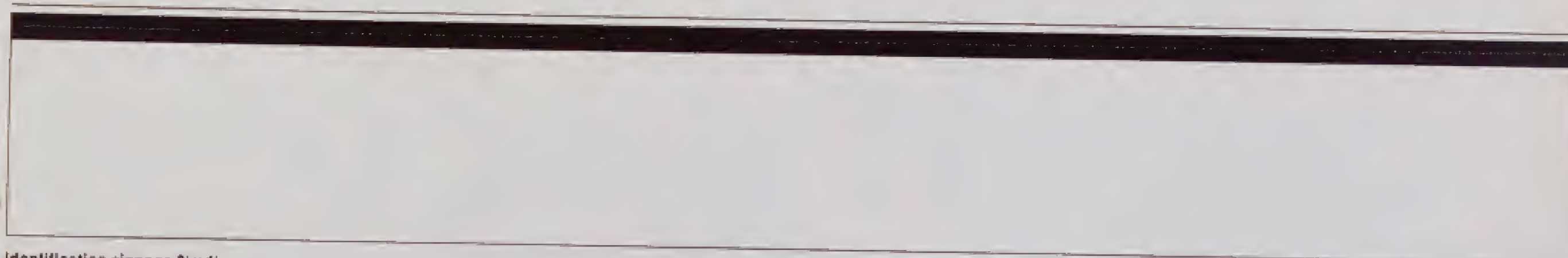
Line identification numbers, letters, arrows and mandatory messages, 1' x 1'



Informational signage 2' x 1'



Directional signage 4' x 1'



Identification signage 8' x 1'

Examples of Sign plate modulation

The following examples show the basic categories of signs. All the text for Identification, Direction and Information signage will appear in black on a white background. Discs will always be colored with white numerals or letters. Directional arrows will be black on a white background.

To avoid visual confusion and clutter only the standard sign plates should be used for each category of sign. Any other device like painting on tiles, walls, light fixtures, etc. is a violation of the standards.



1



For 23 St & 14 St
Mon-Fri
6:50 am to 10:05 am
3:30 pm to 6:55 pm
Take any train to 34 St
Change for **F**

**Downtown
& Brooklyn**

2

Broadway Nassau

3

Special conditions of station identification signage

We have established that the 8' x 1' plate will be used for all identification signage. However as there is considerable variation in the length of station names, this 8' x 1' standard may occasionally be modified.

Two other sizes of plate, 4' x 1' and 6' x 1', may be used for names which fit these dimensions.

Examples follow below.

Avenue M

4

Times Square

5

Broadway Nassau

6

Criteria and examples of Exit and Transfer signage

To insure that these signs are especially noticeable, they are positioned at right angles to the track. White on red, PMS Warm Red, for exit. Black on yellow, PMS 109, for transfer.

The importance of these signs also warrants the use of X height 9" identification type.

Exit signs should be on a 2' x 1' module. Transfer signs should be on a 4' x 1' module.

When directional arrows and colored discs are used with these signs, the arrow will precede them; the colored discs will always follow them.

When both transfer and exit appear on one sign, using one arrow, Transfer is to the left, Exit to the right.

Here again, any necessary reduction in size for environmental reasons must only be executed photographically and by no other method, to insure consistent spacing relationship.

Note: It is vital that the Exit sign on the platform be positioned in close contact to the stairs, leading up.

To avoid misinterpretation of the straight-ahead arrow on the platform, it is important that the transfer sign be positioned so that there will be no confusion between the Exit sign and the Transfer information.

The traveler disembarking from a train will receive his exit information in context and at the point of decision. In the case of a transfer, the position and frequency of the transfer sign should be such that the straight-ahead arrow and the message direct the traveler along the platform to the stairs where a transfer sign is positioned in close proximity to these stairs.



Transfer



Station Identification

Position: Attached to the structural column on the side facing the side at right angles to the track.

Size: 1' x 1' (varies). When the width of the column varies, the square shape, the margins and the size of type should be maintained.

Page 66 depicts a typical identification sign of a numbered station.

Page 67 depicts a typical identification sign of a numbered station and special track information, to alternate every 3 columns (average 45 feet).

Page 68 depicts a typical identification sign of a station that is numbered and 'Named'.
(A landmark or institution used as orientation point by many subway riders.)

Page 69 depicts a typical identification sign of a 'named' station.

125

125

Track 3

81

Museum
of Natural
History

Broadway Nassau

Directional Signs on platforms

Illustration A depicts a typical train information sign on the platform parallel to the track.

The sequence of information is:

1. direction of train (1' x 4' module)
2. the color coded disc for line identification (1' x 1' module).
3. schedule (1' x 2' module).

The maximum height between the platform and the bottom of the sign is 7' 6", except for train information signs at platform edges in which case the maximum is determined by reference to vertical and horizontal dimensions on page 71. The ideal height is 6' 10" and the minimum is 6' 8" where necessary.

Illustration B depicts a typical station identification sign attached to the column (on the side facing the people in the train). The preferable dimensions are 1' x 1'. However, when the width of the column varies, the square shape and the size of type should be maintained.

It is important that the position and the design of the light fixtures ensure that each part of the sign is illuminated equally.



Diagram
Sign clearance and safety zone for conductors

Illustration A depicts a survey by N.Y.C.T.A. for conductor clearance concerning signs parallel to the platform and track. The survey was done at the Jay St.-Boro Hall Station on 12/8/67.

Conductor	Height Without Hat	With Hat
Mr. Weiss	6'5"	6'7 $\frac{1}{4}$ "
Mr. Wilson	6'4"	6'6 $\frac{3}{4}$ "

No. 1 Mr. Weiss R-10 car 'A' Train (N.B.)
No. 2 Mr. Wilson R-1/9 car 'A' Train (N.B.)
No. 3 Mr. Wilson R-10 car 'A' Train (N.B.)
No. 4 Mr. Wilson R-1/9 car 'F' Train (N.B.)

Vertical Dimension
(Top of Platform
to bottom of sign)

6'10"
7'0"
7'1"
7'2"
7'3"
7'4"
7'5"
7'6"
7'7"
7'8"
7'9"
7'9 $\frac{1}{2}$ "
8'0"

Horizontal Dimension
(Edge of Platform
to face of sign)

19 $\frac{1}{4}$ "
18 $\frac{1}{2}$ "
17 $\frac{3}{4}$ "
16 $\frac{3}{4}$ "
16 $\frac{1}{4}$ "
15 $\frac{3}{4}$ "
15 $\frac{1}{4}$ "
13 $\frac{1}{4}$ "
10 $\frac{3}{4}$ "
8"
6 $\frac{3}{4}$ "
3"
0"

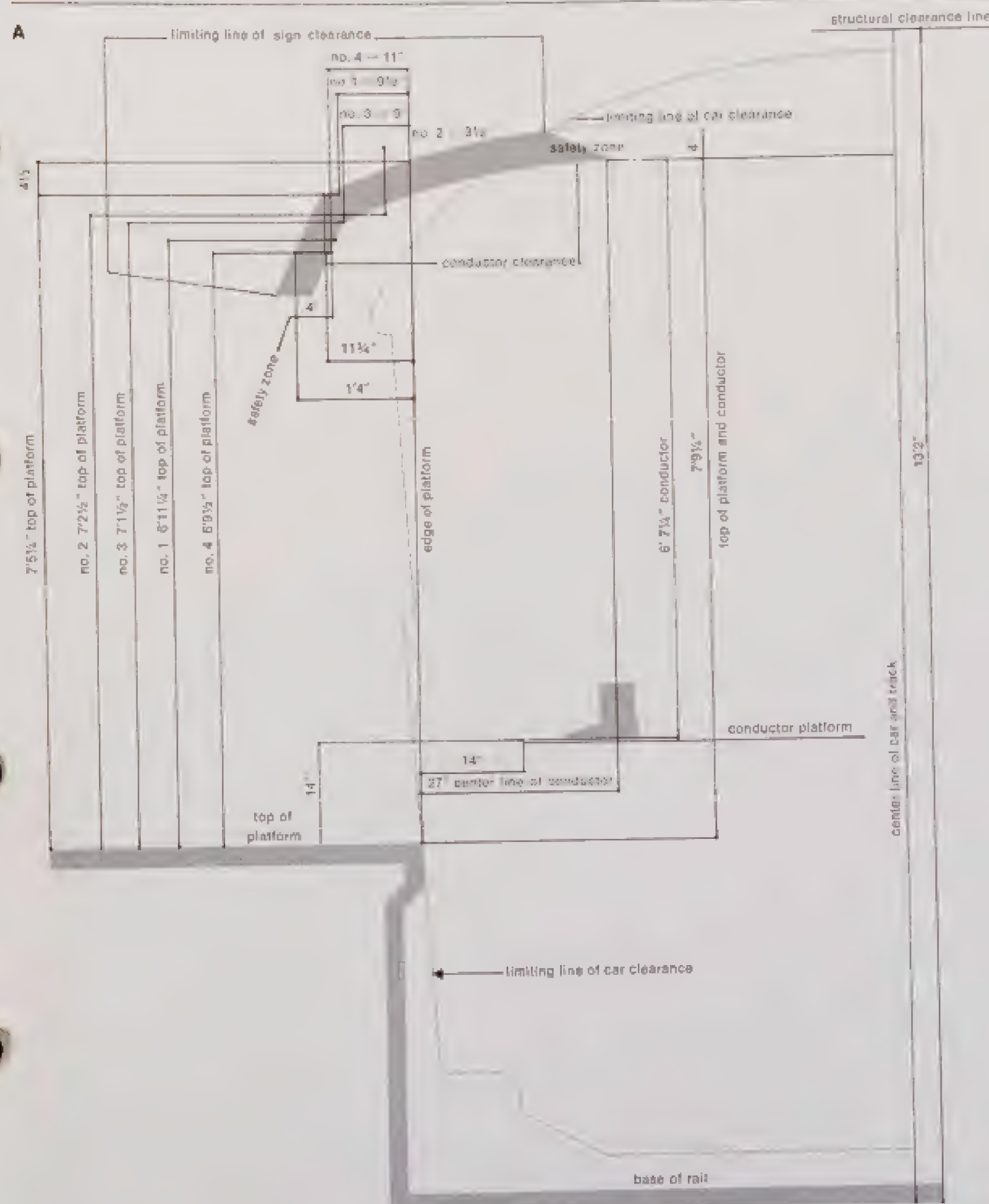
Note: At 7'9 $\frac{1}{2}$ " height, the back of sign can be at platform edge.

Clearance for Division B Only

(This page is a copy of Drawing No. MS-6964 B.N. by the Maintenance of Way Department, Bureau of Track & Structure, of the New York City Transit Authority, date 12/12/67.)

Dimensions for signs

Station lighting not shown.



Ty
en

Tj

not
col
be
pla

14
stu
to
he
ste

14

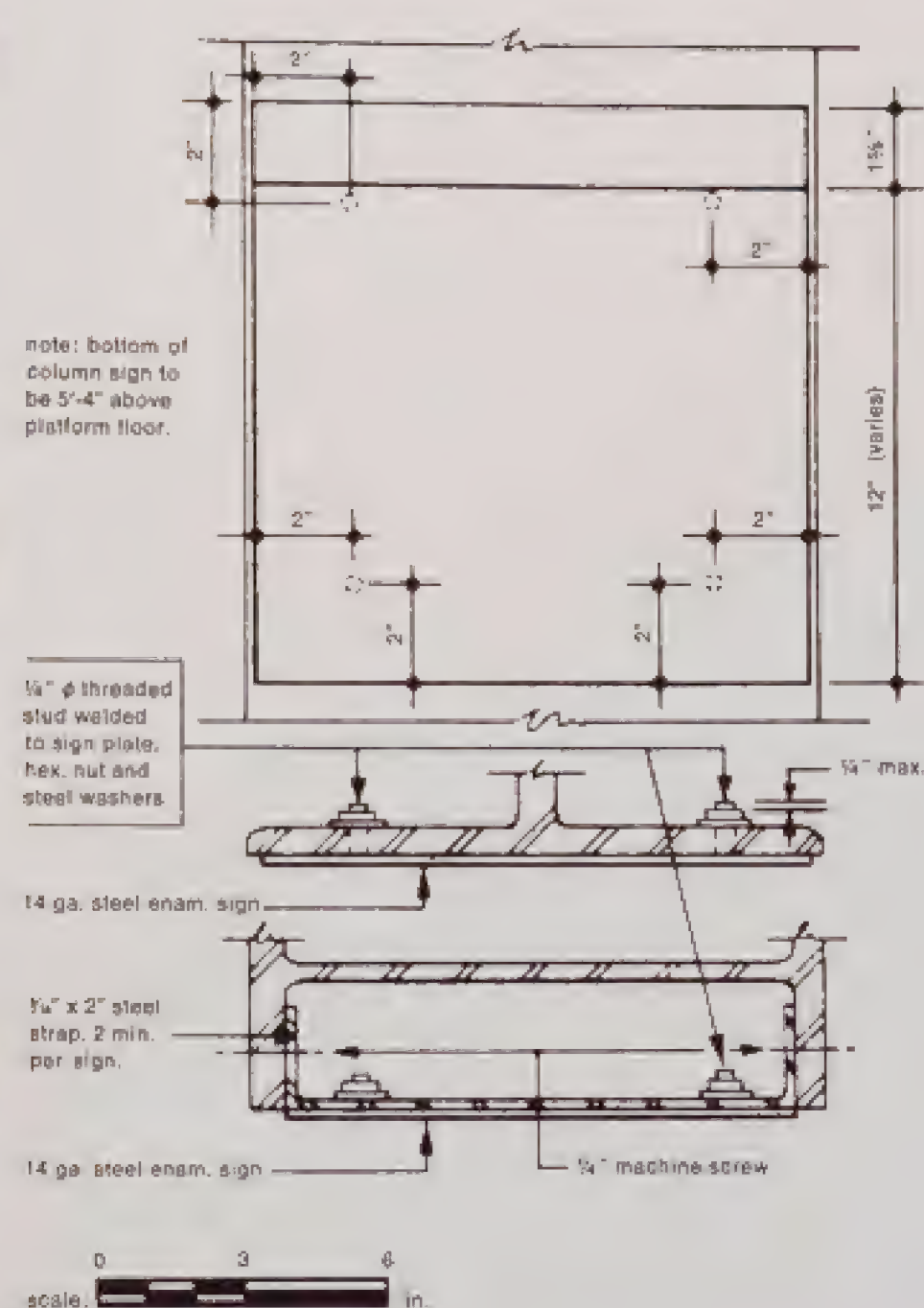
14
str
pe

14

sci

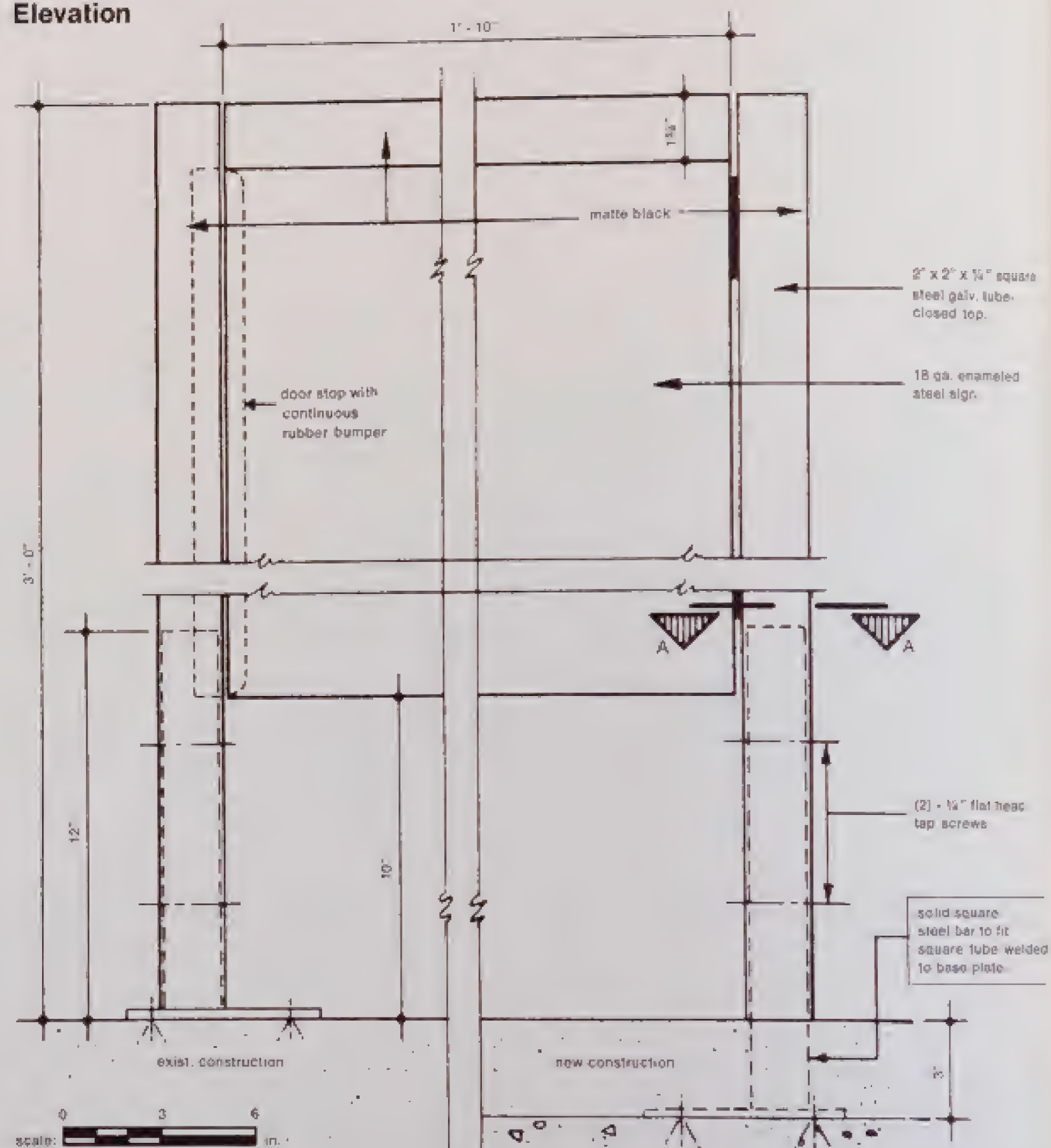
Np

Type "A" Sign Details



Type "B" (Gate) Sign Details

Elevation



Typi
engi

Ty

Si

par

18
por
ent

10 |

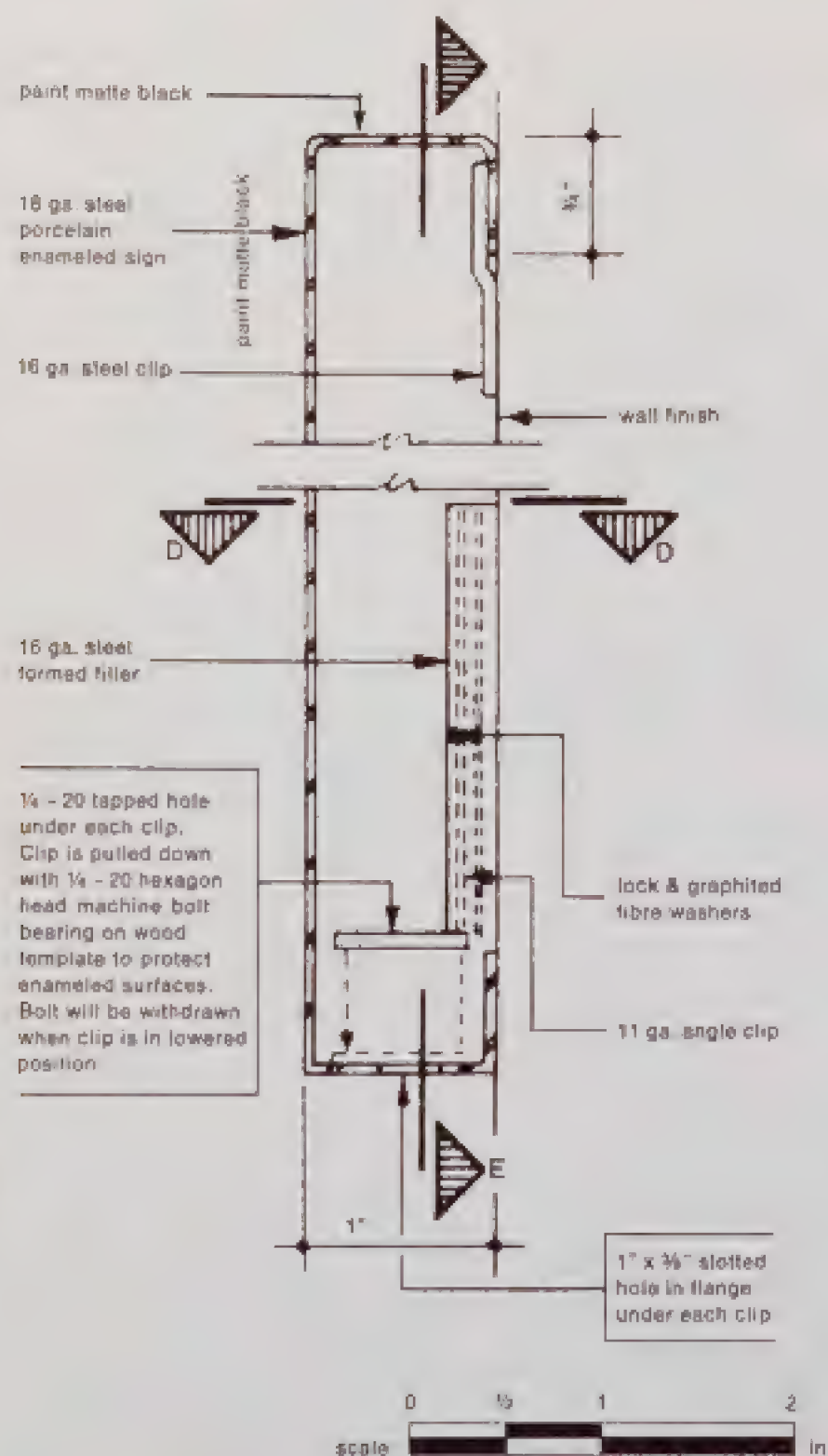
18 |
for

—
14
unt
Cl
wit
hez
bev
ten
ent
Bo
wh
pos
—

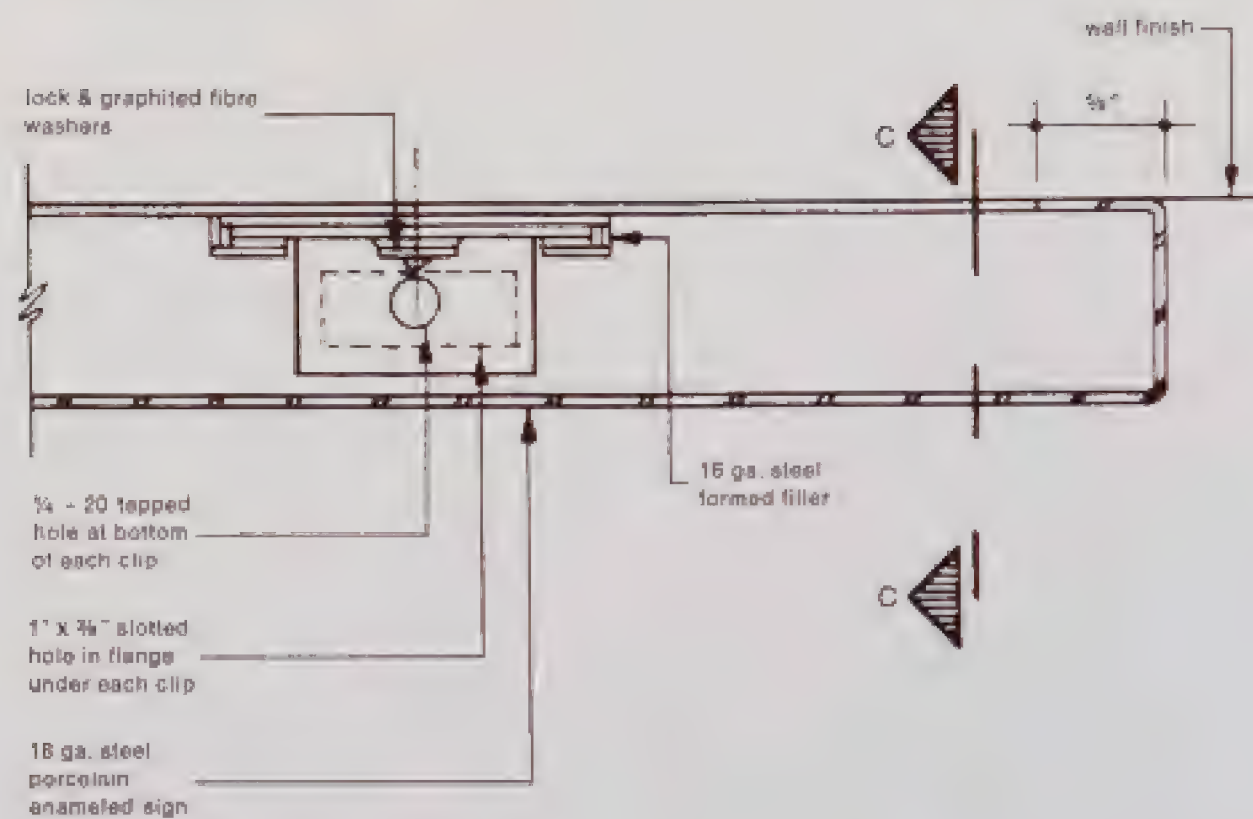
Ne

Type "C" Sign Details

Section C • C



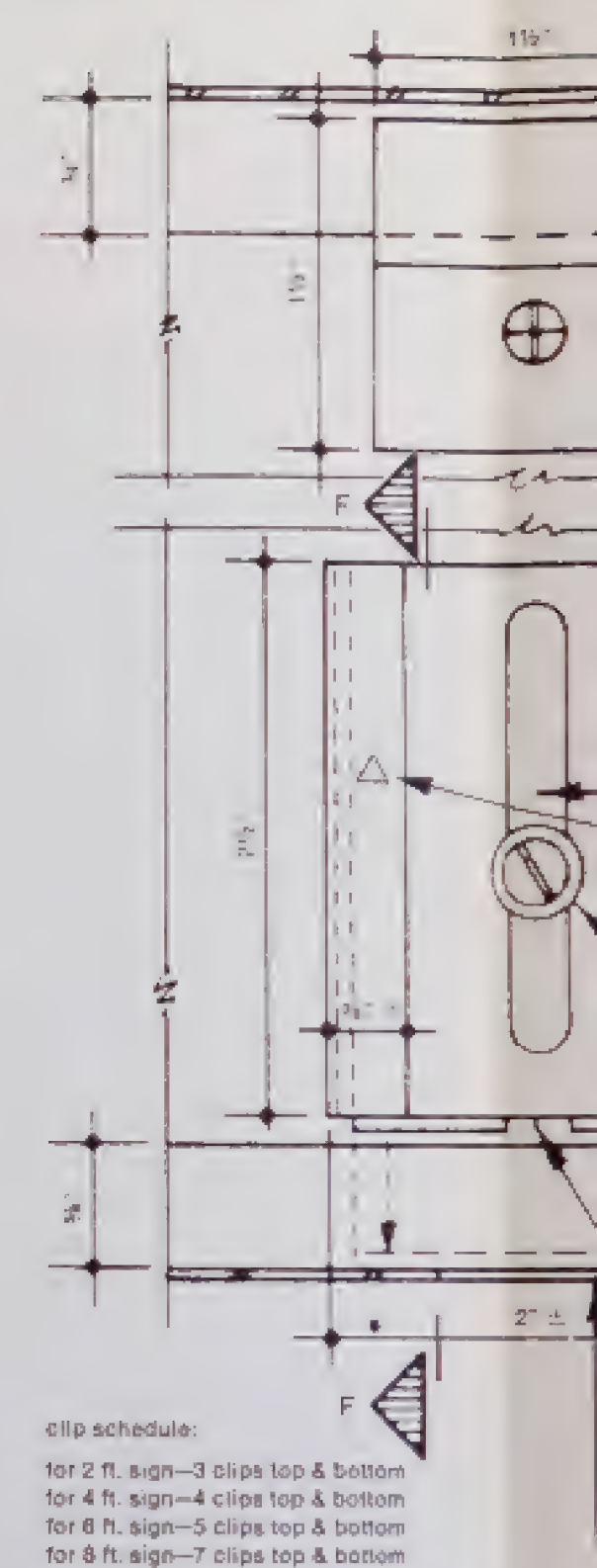
Section D • D



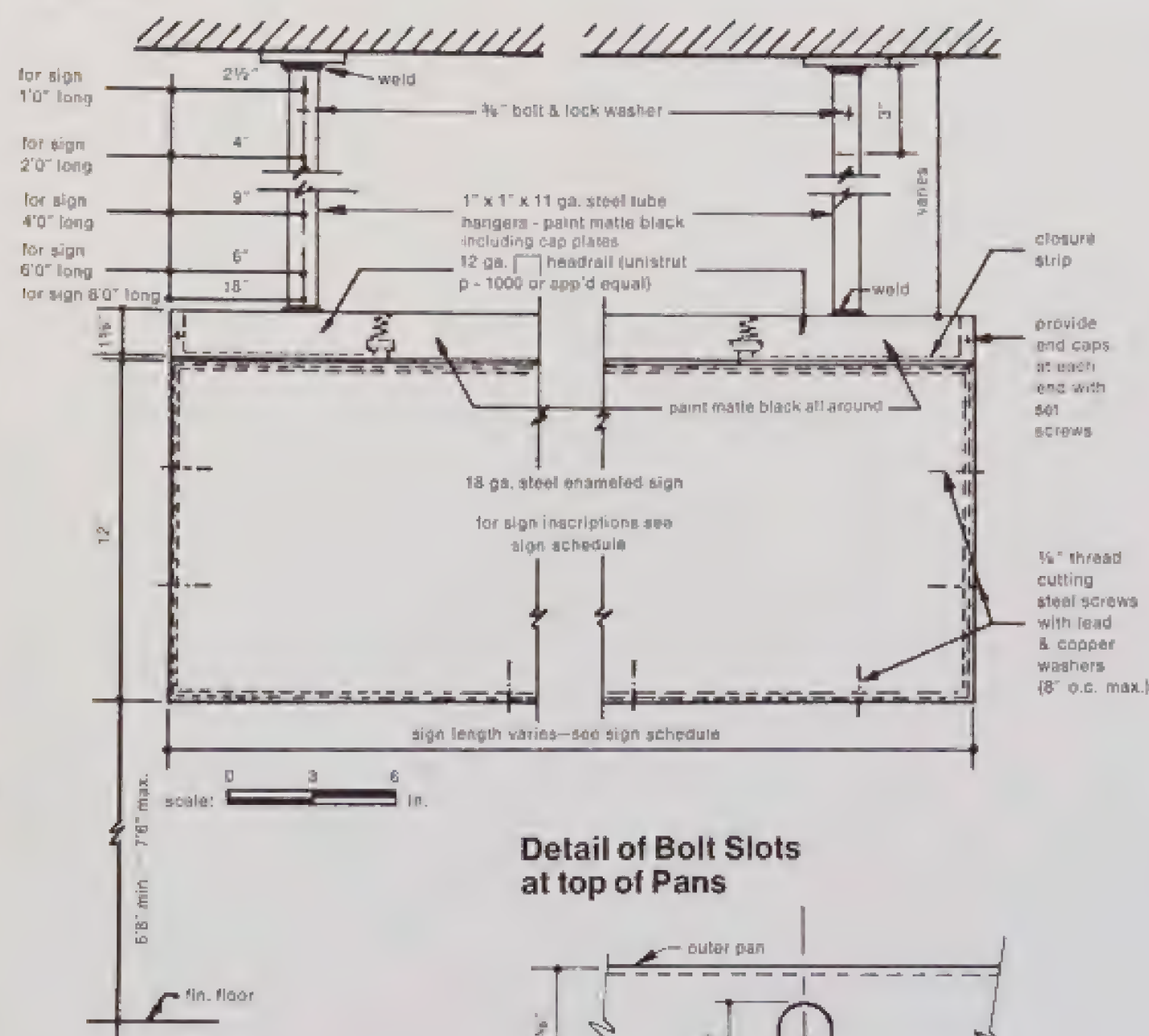
Methods of Fastening

hollow tile	1/4" toggle bolts
masonry	1/4" bolt and expansion shield
wood	#12 round head wood screws
metal	1/4" machine screws

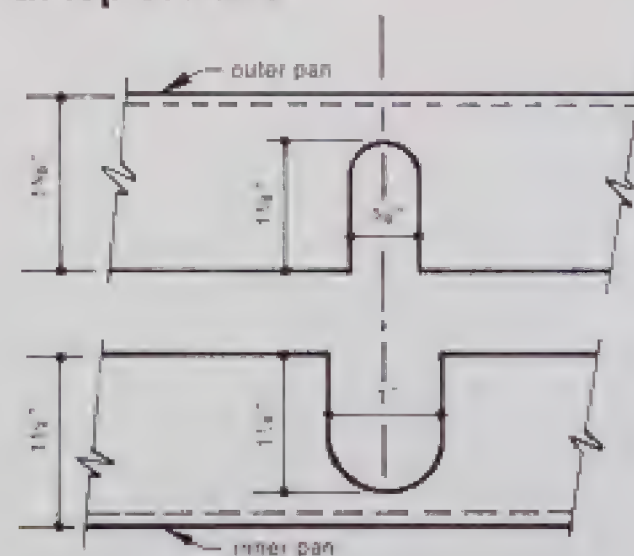
Section E • E



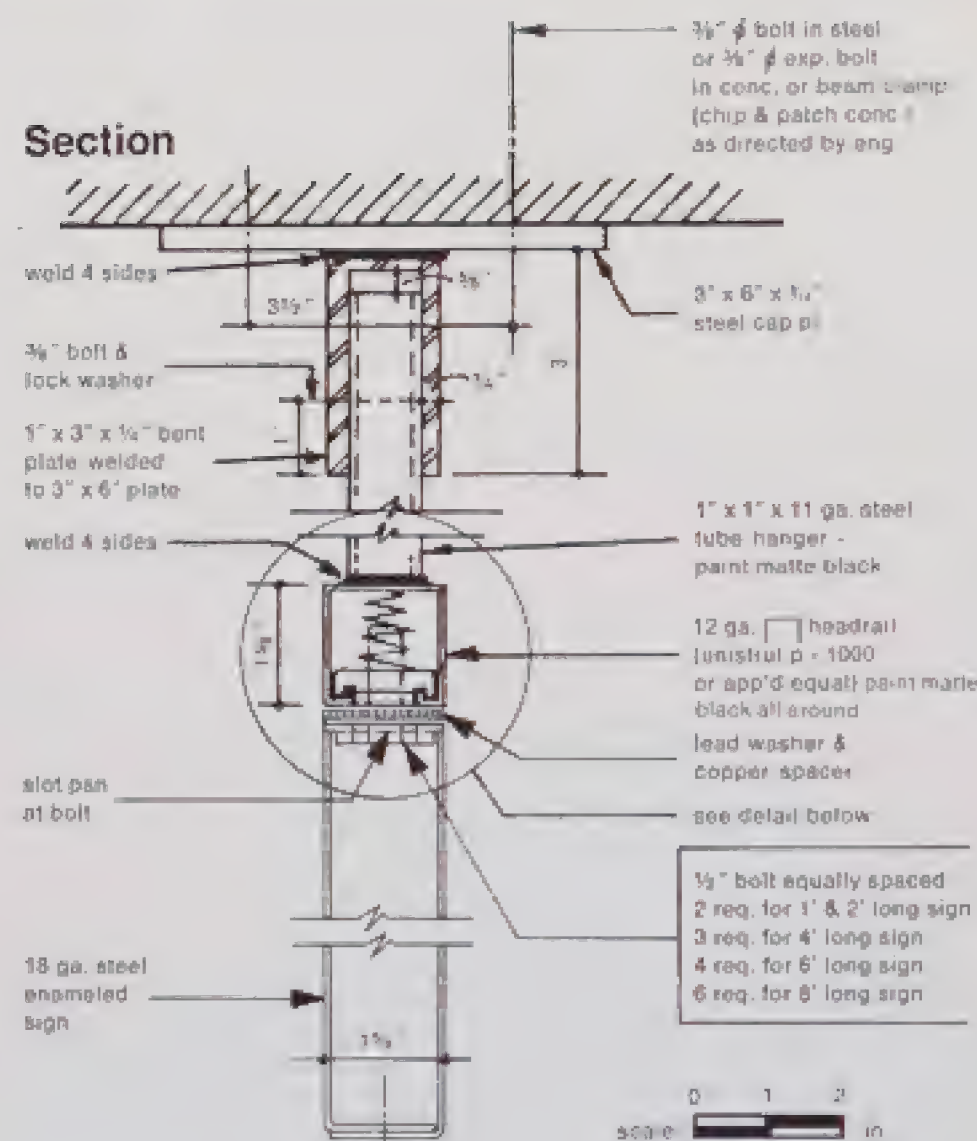
(Typical)
Steel Enameled Sign Details (Type "D" Hanging Sign)
Elevation



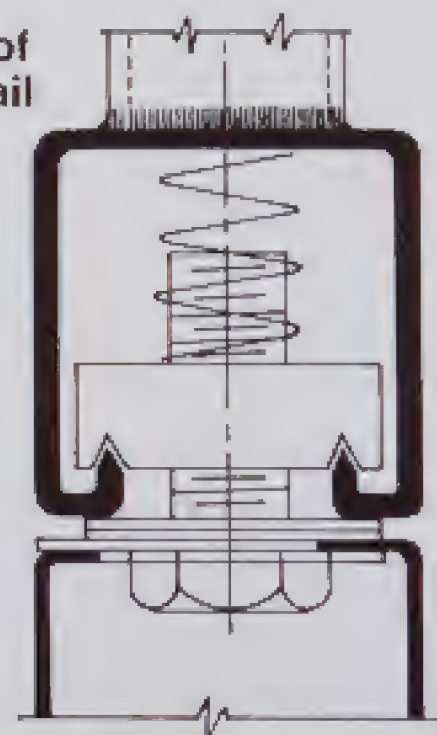
Detail of Bolt Slots at top of Pans



Section



Detail of Headrail



note: where headroom is insufficient for use of hangers, mount headrail directly to ceiling.



The Directory is designed to help a passenger find his "Destination" and "How to get there" quickly and easily. Each station will have its own directory listing all other stations alphabetically and numerically. Each station name will be followed by the color disc designating the trains that stop there. If there is no direct train, transfer information will follow the station name. This directory will be placed at all important points in the subway station both inside and outside the turnstiles.

The following illustrations show the entire directory, with a grid, and an example of a section of it:

Directory from Grand Central

[illegible]

De

Alab

Alle

Aqu

Aster

Atlas

Ave

Ave

Ave

Ave

Ave

Ave

Ave

Ave

Ave

Av

Ba

Ba

Ba

Ba

Ba

Be

Be

Line map in the train

Top illustration is a typical side destination sign on the outside of the train. Bottom illustration is a typical line map inside the train.

The Outside Identification Sign

The traveler standing on the platform will view the line identification (E in white on colored background) and the names of the terminal stations at each end of the line in white on a black background. This is an insert on the side of the train facing the traveler on the platform. For the production of the terminal names use 4 1/4" type (see pages 152-167). This type must be reduced proportionally to the 1" signs. See dimensions on illustration below.

The Inside Line Map

The passenger in the train will view a color

coded line map on a white background (the color is indicated below in grey. Discs and train letters are black). This map informs him about the line; the terminal stations; the transfer points and transfer lines. For better distinction between type showing express stops and local stops we have chosen 48 pt. Standard medium and light. Dimensions and specifications are shown in examples below.

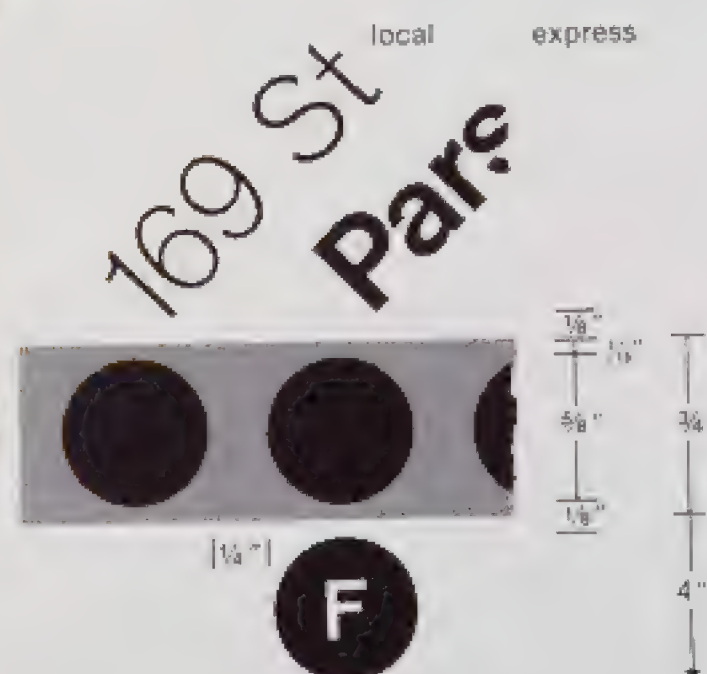
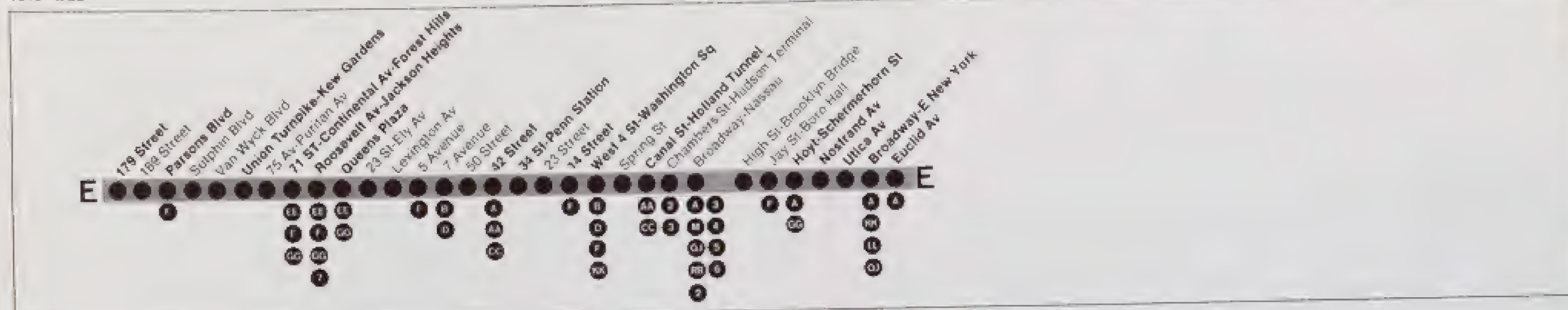
Colors and Production

The line strip and the line identification discs are color coded, see and match color swatches on pages 46-54.

For reproduction of the discs use pages 38-44.



10 1/2" x 53"



Miscellaneous Signs 1
Example signage on turnstiles

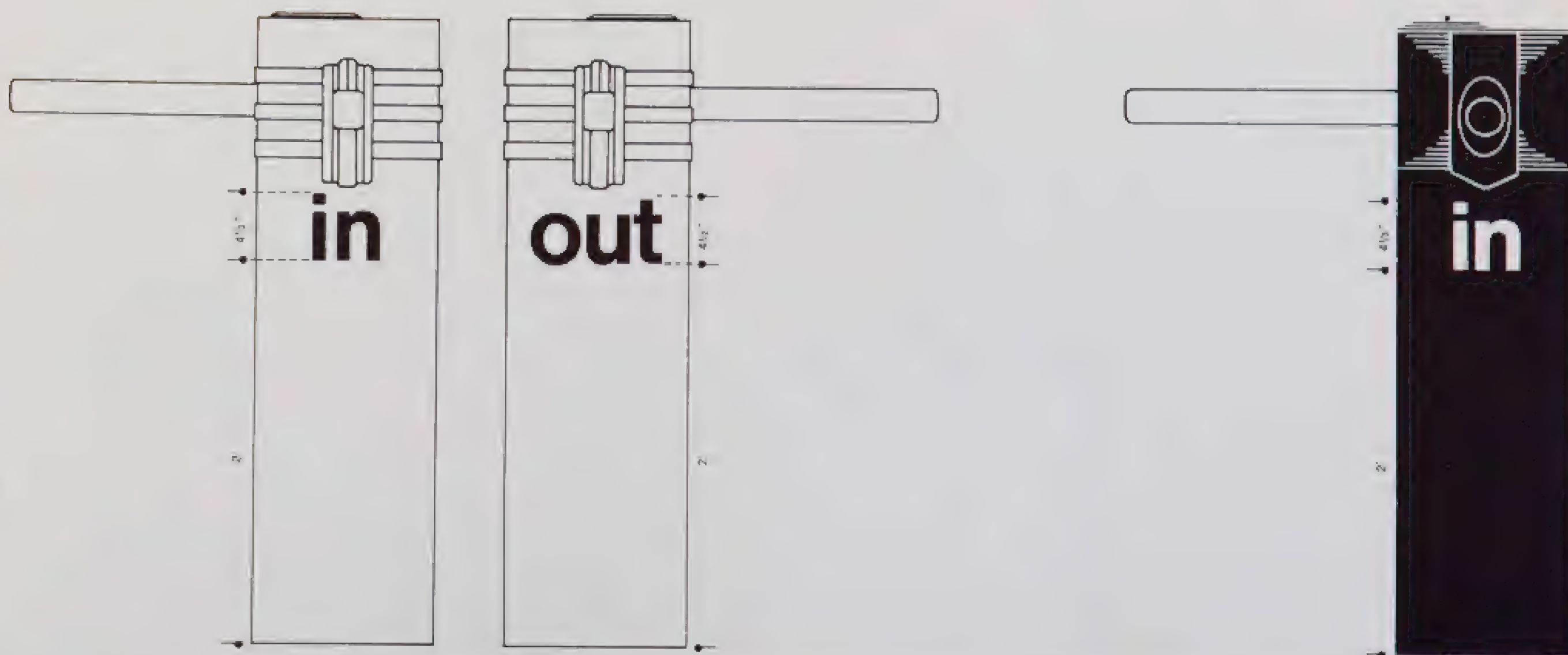
There are various types of turnstile colors used in the present subway system. The illustrations depict typical situations.

Turnstile Type I is an example where the message is silkscreened* in black on a light shade background and centered on the width of the turnstile.

When the color of the turnstile is dark (Type II), silkscreen* the message in white centered on the width.

The message is always in lower case. (Use the alphabet of 4 7/8" cap height, pages 152-167)

*Use epoxy paint



Miscellaneous Signs 2
Examples of signage on doors

There are various types of construction materials, colors and messages used for doors in the subway system. The illustrations show typical situations.

Type I:

Normal door for which various materials are used.

Type size: upper case X 1 3/8".

Position: see size indications below.

Method of applying the message: silkscreen process or transparent decal.

Color of type: white or black depending on the color of the background.

Type II:

Exit door with stainless steel bars showing different information on each side.

Type size: upper case X 4 1/4".

Position: 'Exit' is on the right or left-hand side where one pushes the door to open it.

Method of applying the message: silkscreen process or depressed lettering filled with epoxy paint.

Color of type: red

Type III:

Do not enter doors: porcelain enamel

Type size: upper case X 1 3/8".

Position: see size indications below.

Method of applying the message: porcelain enamel process

Color of type: red

(See sample color swatch page 48.)



This symbol should be used to indicate TA
telephones.

reference for reproduction and
reproduce by photographic means only.

It has been constructed within a circle of the
same diameter as the one classification discs.
This symbol can be silk-screened on a sign-
plate 1 x 1 module.

Color of symbol black on white background.
Exception: when used directly on the door, the
color of the symbol can be reversed according
to the shade of the door.

Reproduction Method: silk-screen process or
photo-litho process.

Use this black and white master as the only



Mandatory Signs

Information on this category of sign limits the behavior or action of the passenger. To emphasize their own visual character, they will be the only informational signs of 1' x 1' dimension. The type will be red on a white background (see color swatch page 48) and 1 3/8" in size.

Clerk not required to accept bills over 5 dollars	Clerk not required to accept bills over 5 dollars	No littering No smoking No spitting	Do not lean over the edge of platform enter upon or cross tracks
No littering No smoking No spitting			
Do not lean over the edge of platform enter upon or cross tracks			

Temporary Signs

The nature of the temporary sign requires that it be easy to produce, place and remove.

To incorporate the temporary sign into the overall standards the following applies:

- a) consistent type size: 1 1/8" - 4 1/4" - 9"
- b) consistent type face: Standard Medium
- c) use of modular system: 1-2-4-6 or 8 feet
- d) consistent use of spacing and leading rules as specified on pages 5-10.

How to produce a Temporary Sign

Use vinyl self-adhesive letters, prealigned and prespaced. Determine the size of type and module according to the importance and/or length of the message. Use the spacing and leading rules as specified on pages 5-10. Apply the self-adhesive type, remove protective backing, and apply pressure using the plastic blade in order to transfer letter to surface.

This method is economical for a limited number of temporary signs. When a larger number of the same temporary message has to be produced we recommend the silkscreen process.

The content of the message, the size and the position of the sign determines the support and the material on which the message is silk-screened. (Plywood, paper, aluminum, etc., or self adhesive transparent materials)

The temporary message should be black on a white background. When transparent material is used: white lettering for dark surfaces and black for lighter backgrounds. For the preparation of art work use the method specified before.

For sizes, follow the modular system described on pages 5-10 and 61-62.

Temporary signs should be removed as soon as the message is obsolete. Discretion should be used in placement of all temporary signs so as not to compete or interfere with permanent graphics.

**Street-Level Signage
Station Type 1**

The illustration shows an early type of station design where signage originally appeared on outside railings as well as on the back and front of the panel at the entrance.

To integrate this type of station into the system:

1. The side railings will now carry the identification sign 'Subway,' plus the arrow indicating the immediate entrance.
2. Station and line identification will be represented on the panel facing the passenger as he enters the station. It will also appear on the reverse side of the same panel.

Dimensions for Standard Street-Level Signage

The desirable dimensions are:

- a) for the 'Subway' sign and station identification, 4 1/4" type on a 1' x 4' panel, (arrow included).

- b) for the arrow, the regular standard size on a 1' x 1' panel; for line identification, the regular standard size(s) on a 1' x 4' panel.

It is to be noted that the illustration shows a 1 1/2" x 4" black bar at the top of each panel sign. Also a 1/2" black line divides station and line information; it is desirable that this line divides the panel into two equal sections of 1' depth. Where it is necessary to modify these dimensions so as to accommodate the sign to the odd dimensions of the existing frame, both the 4 1/4" type size and the depth of the black bar must be maintained. Reduction in the size of arrow and disc should only be done photographically.

Color standards are as follows:

- a) for the station identification and the arrow, black on a white background

- b) for the 'Subway' sign, reverse type, white on grey background (see color swatch).
- c) for the discs, line identification coded color on white background (see color swatch).

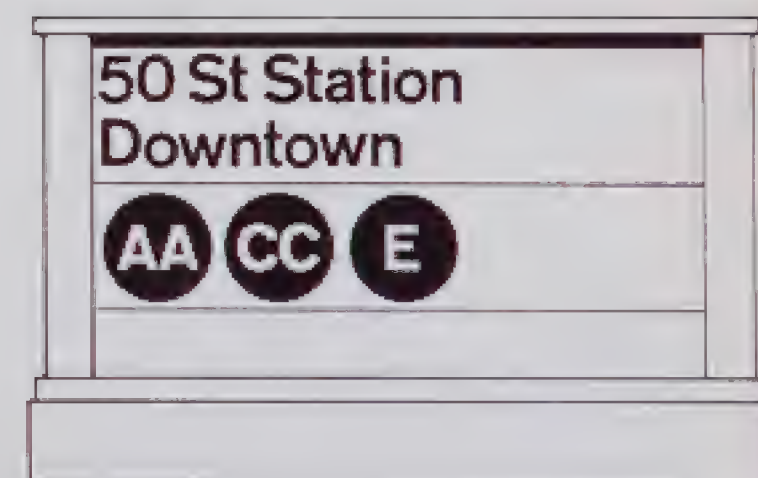
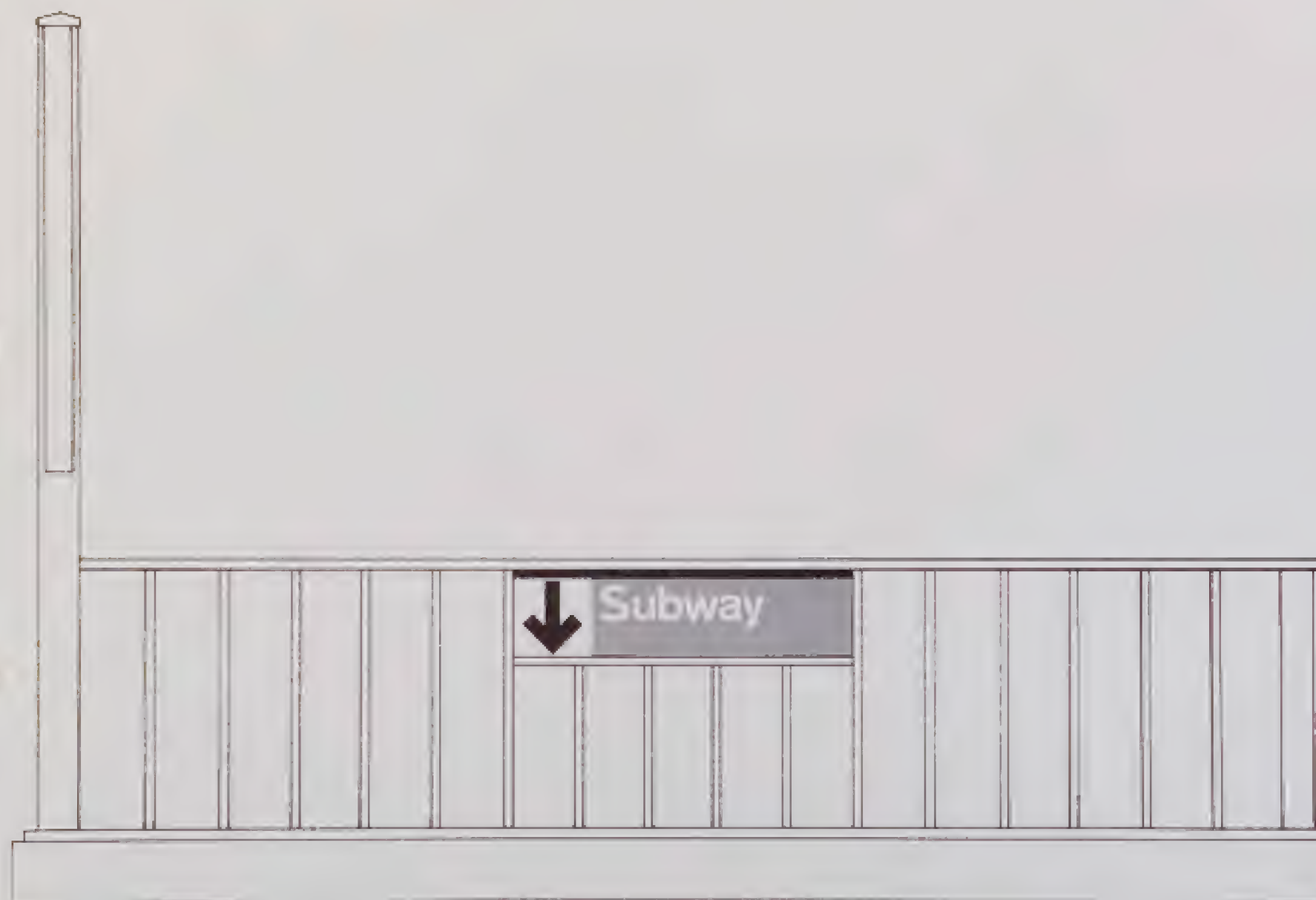
Note: It is desirable that this new signage replace all existing signage and information.



**Street-Level Signage
Station Type 2a**

The architectural structure of this type of station is basically the same as Type 1. It is important that the desirable dimensions as described on page 82 (station Type 1) are used as the standards. However, when existing frames require a modification, the standard dimensions should be reduced in proportion. Reduction of Reproduction should be done by photographic means only.

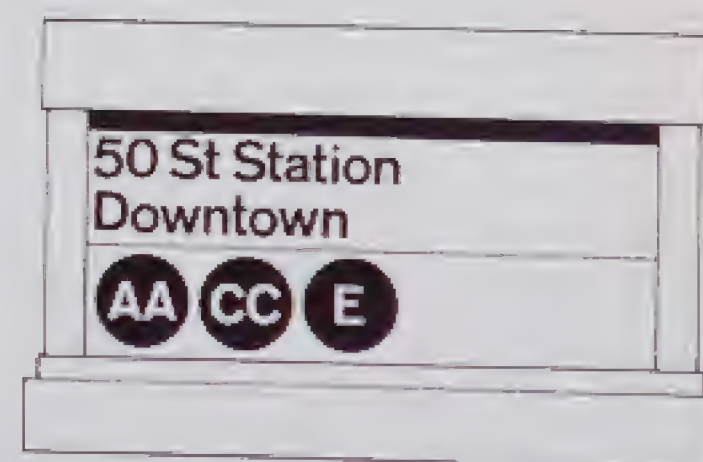
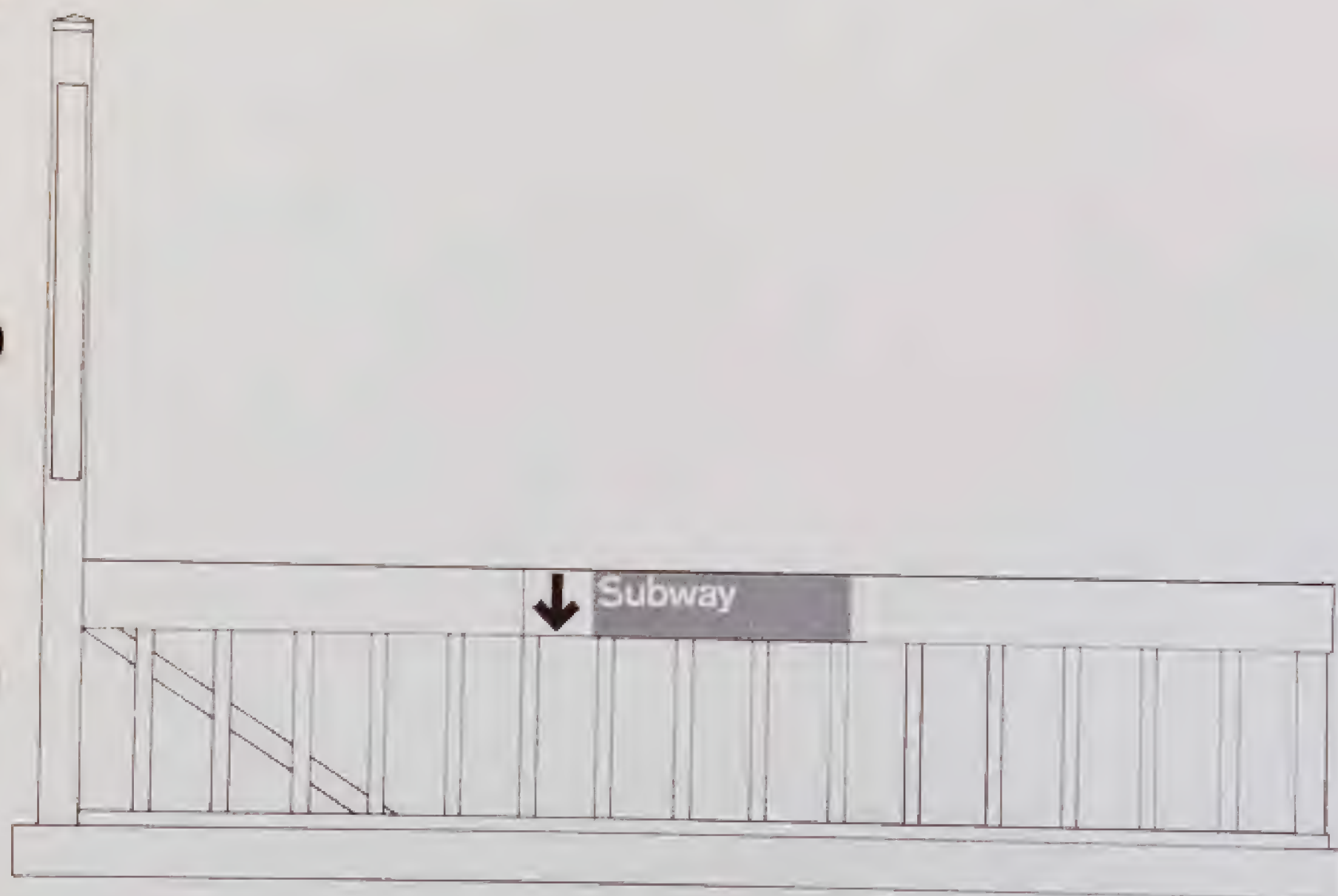
Note: It is desirable that this new signage replace all existing signage and information.



**Street-Level Signage
Station Type 2**

The only basic distinction between this type of station and type 2a is the dimension of the railing sign. In integrating this station into the standard system, the small depth of the railing sign precludes the use of the black bar. Otherwise the signage standards are as for type 1 and 2a.

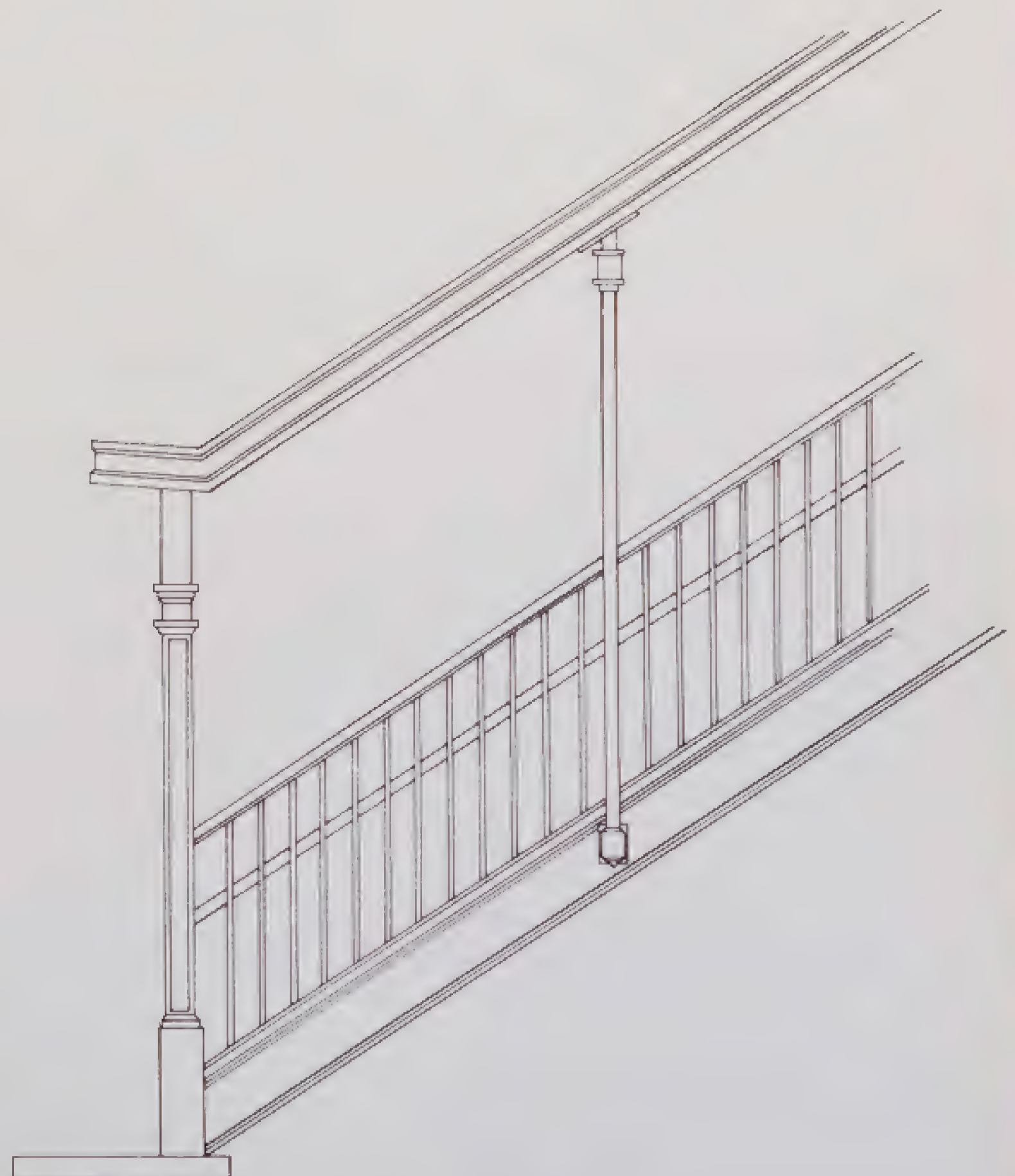
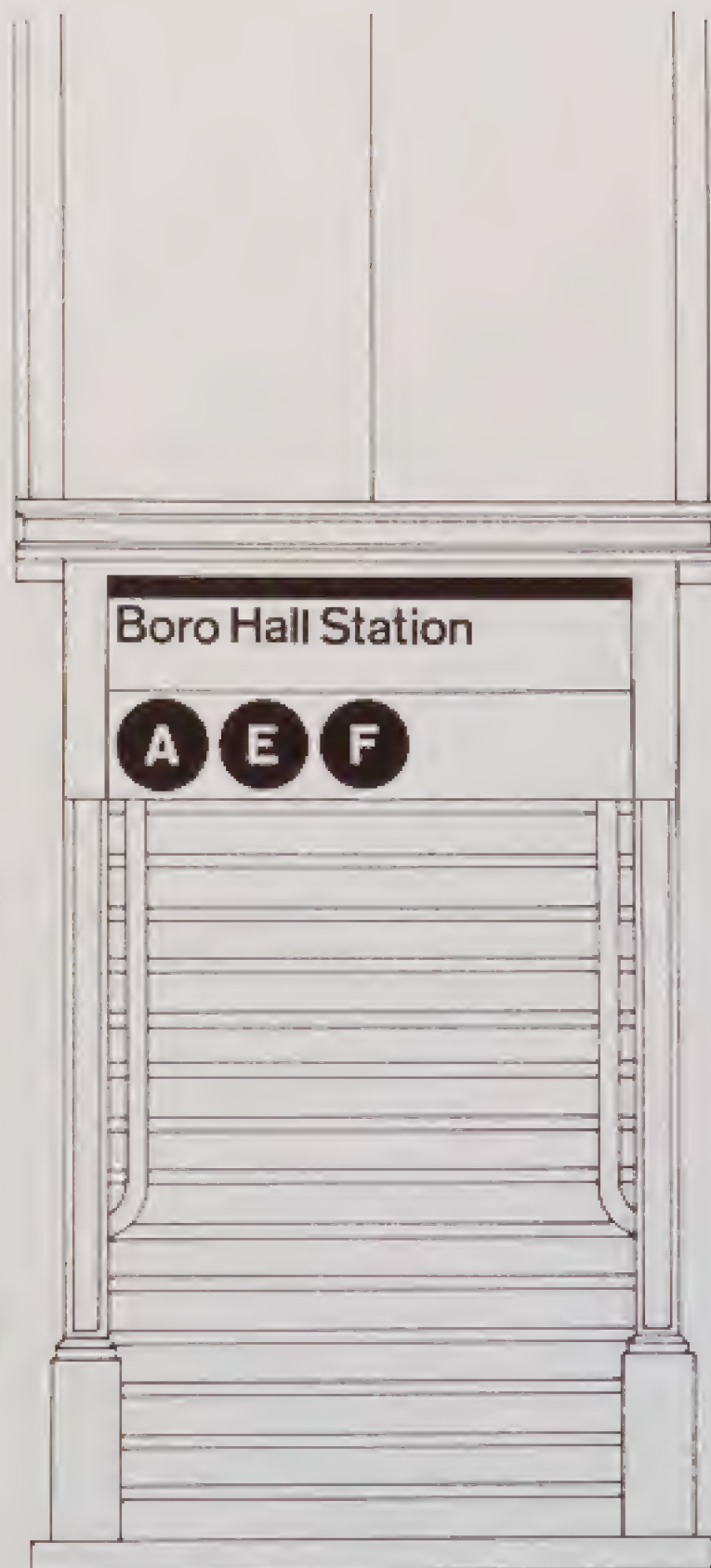
Note: It is vital this new signage replace all existing signage and information.



**Street-Level Signage
Station Type 3**

The illustration shows the typical architectural structure of the basic elevated station. In integrating this type of station into the standard system, all station and line identification will be represented on a panel at the top of the entrance. Instructions for dimensions and color standards follow the same principles as described for station type 1.

Note: It is vital that this new signage replace all existing signage and information.



Criteria for 'Exit Only' situations

To prevent a passenger mistaking an exit for an entrance, the signage will appear on the side railings and on both sides of the panel above the exit steps.

The standard dimensions are:

a) for the side railing signage, 4 1/4" type.

b) for the panel above the exit steps, 4 1/4".

The panel dimensions vary according to existing conditions. Both signs will have the black bar at the top (1 1/2" thick).

Color standards are as follows:

a) for the side railing signage, reverse type, white on grey background (see color swatch).

b) for the panel above the exit steps, black lettering on white background.



Reproduction material

1) All die cut letters shall conform exactly to letter form specified in all required sizes. Tolerances will be of photographic precision.

2) The quality of dies shall be such as to maintain a sharp clean cut of all letter edges. All curves shall be continuous. Any imperfections resulting from wear or damage of dies shall require the replacement of the defective dies immediately.

3) If the die cut film has been silk screened the appropriate steps will have been taken to ensure the same clean edge as will unprocessed film.

Type face: **Standard Medium**
Size: **1 1/4" height upper case X**
Use: For informational and small temporary signs.
Type face: **Standard Medium**
Size: **4 1/4" height upper case X**
Use: For directional signs.
Type face: **Standard Medium**
Size: **9" height upper case X**
Use: For station identification signs.
Exit and Transfer signs.

Letter spacing: Each letter or number has 2 spacing units on both the left and right side for letter spacing. The horizontal and vertical lines establish the correct position of the character or number. When adding or subtracting space units as determined by the chart on page 10, the position of the units in relation to the letters shown on the following pages must not change. Information concerning the use of the space units can be found on pages 9 and 10.

Reproduction method: By photographic means only.





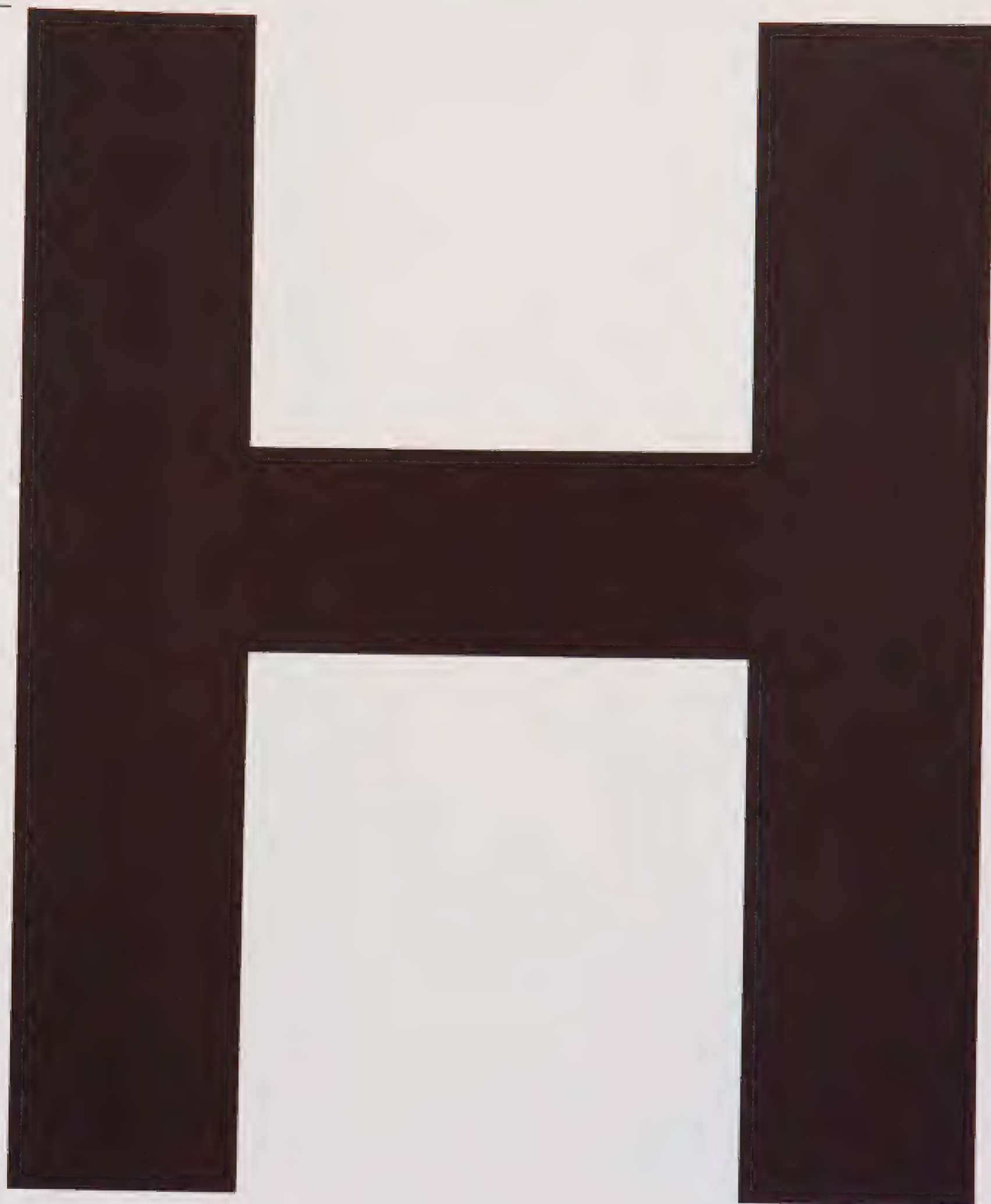








G









N

N



P





S



U



W















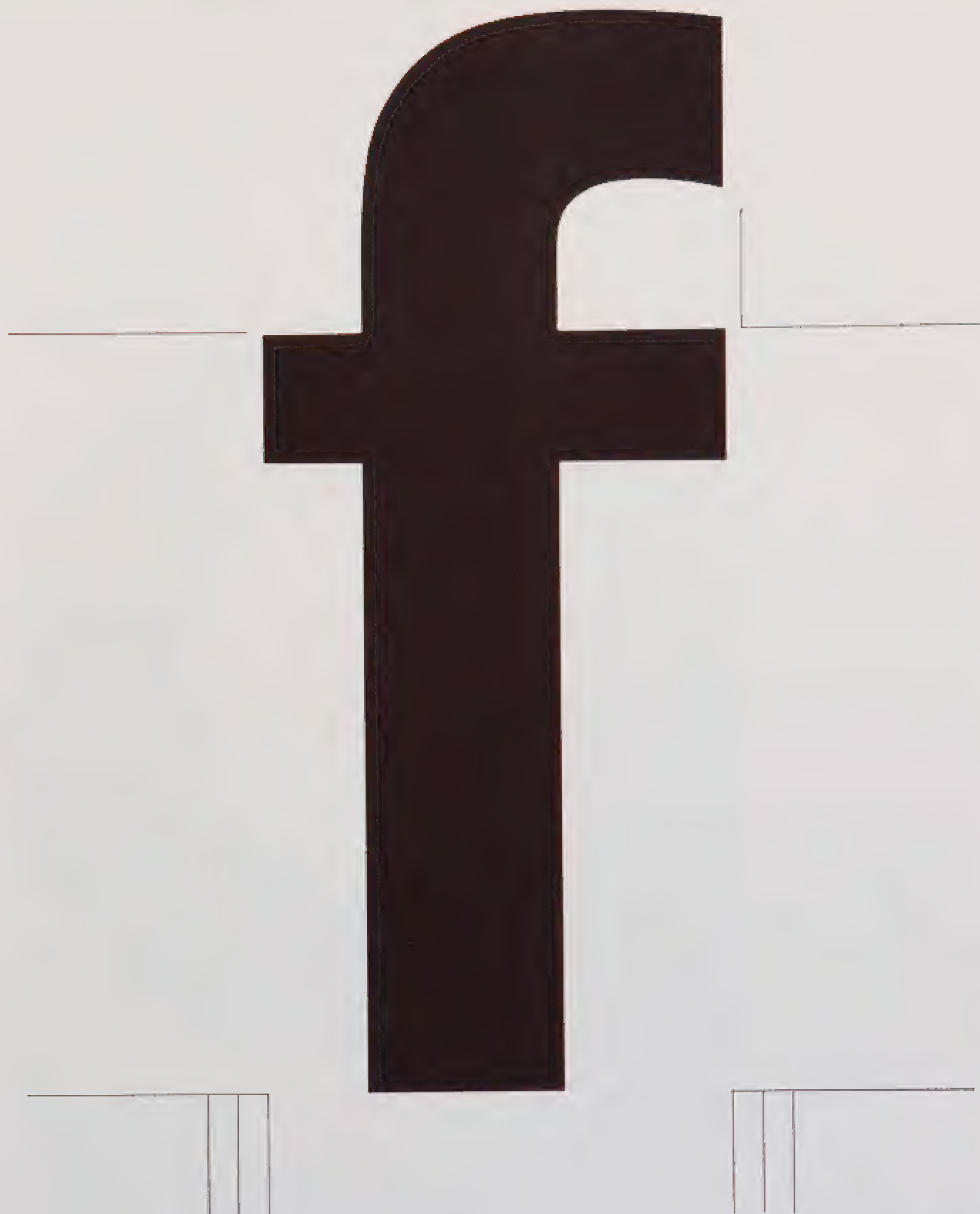
S







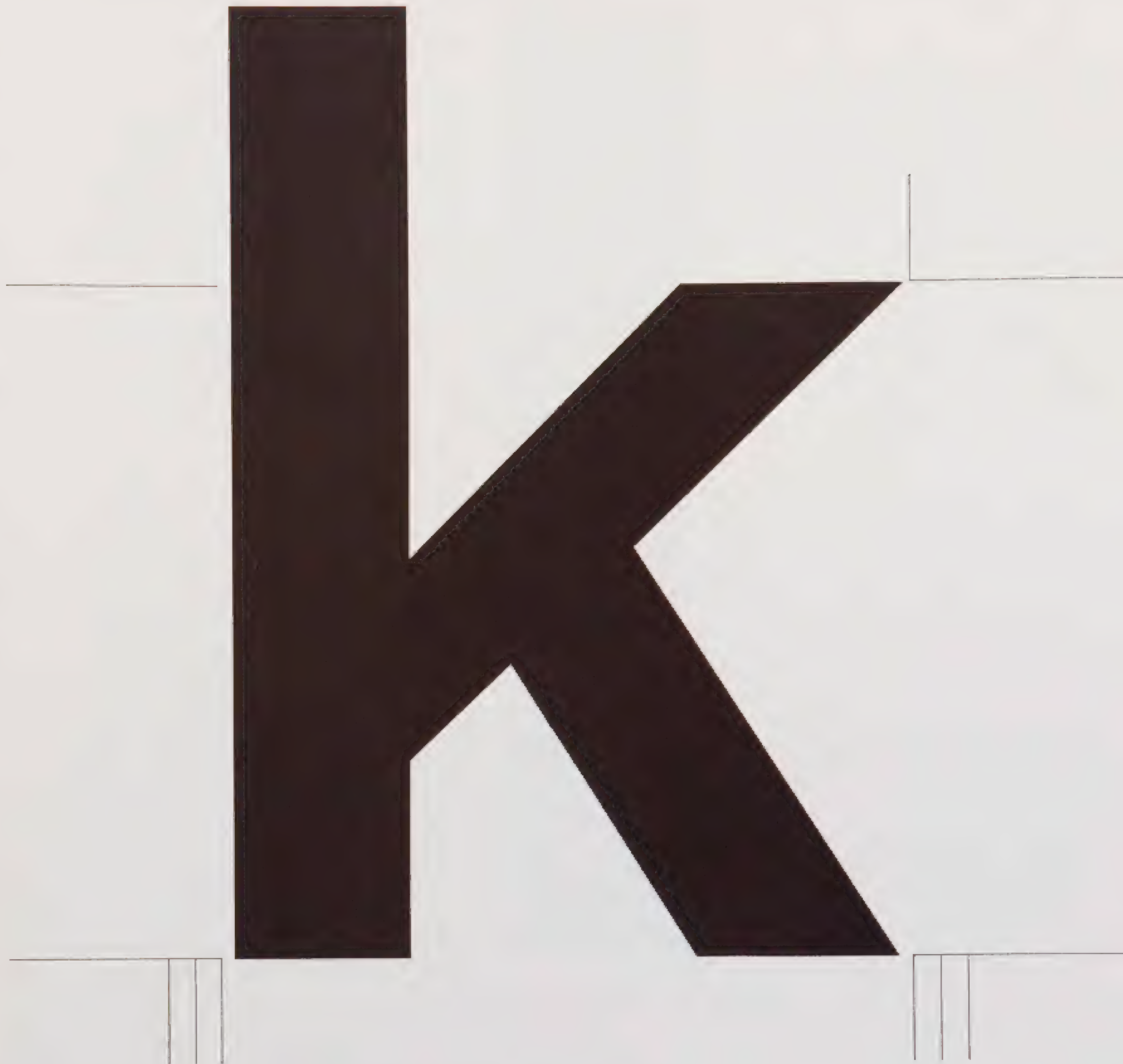
E

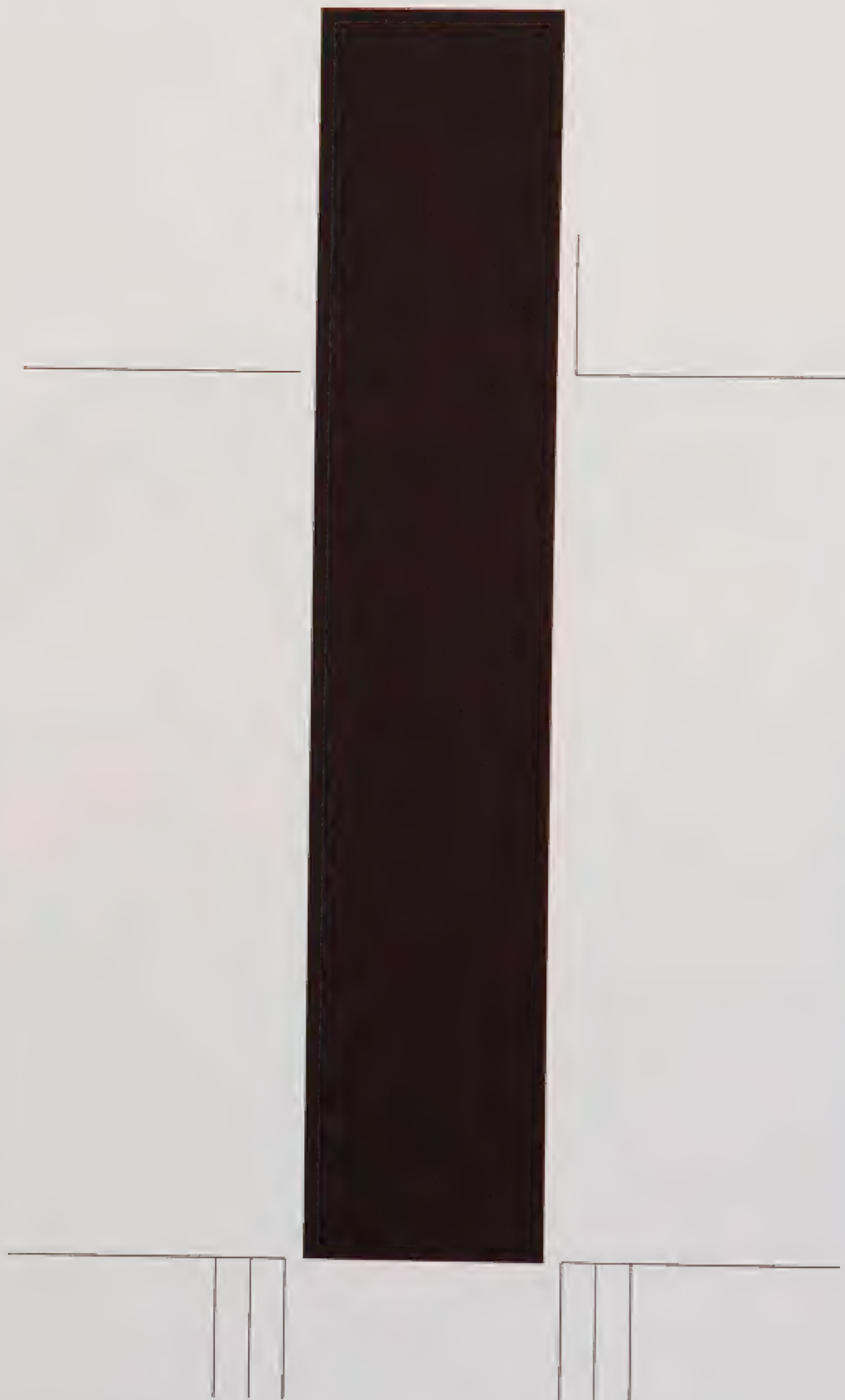
















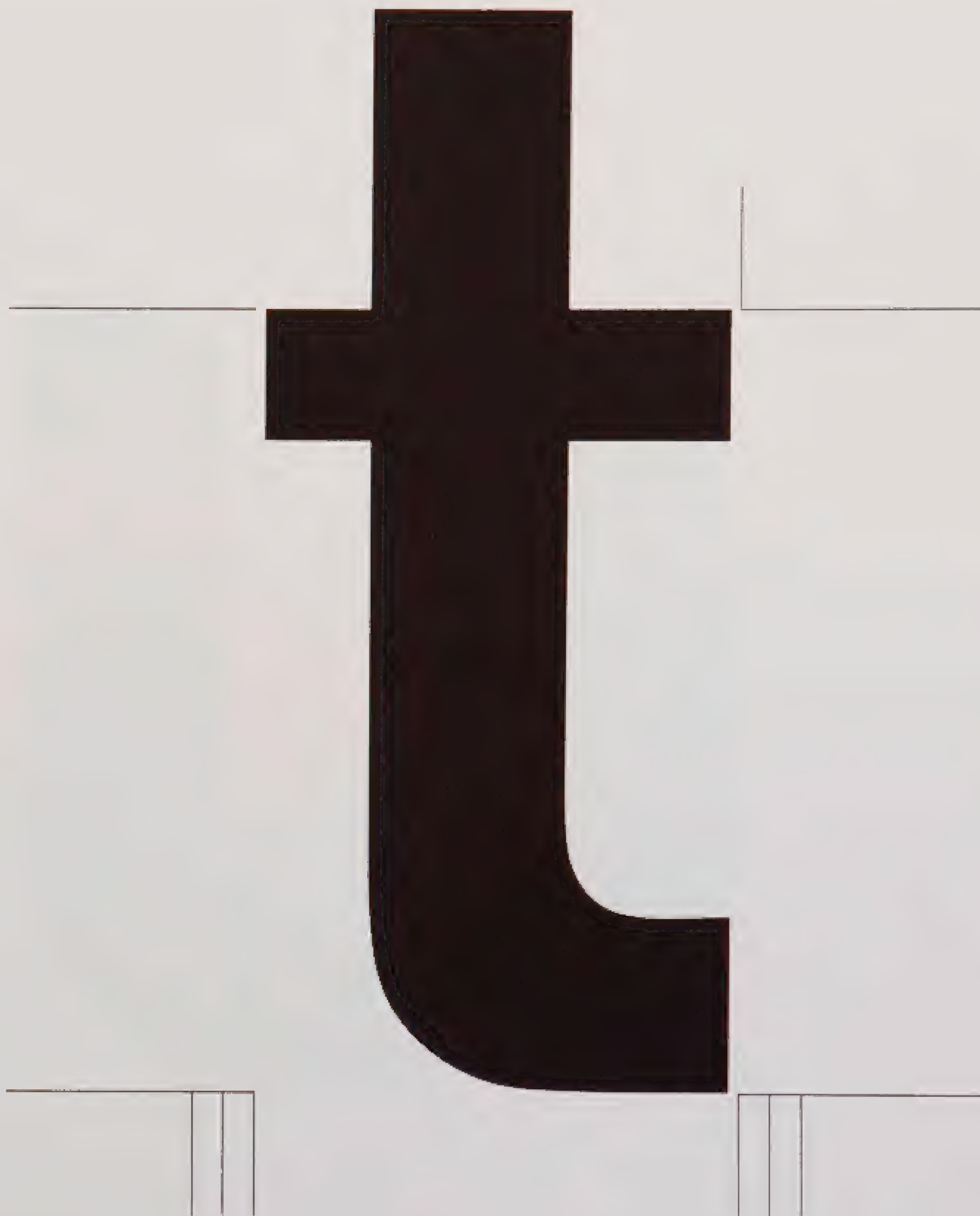


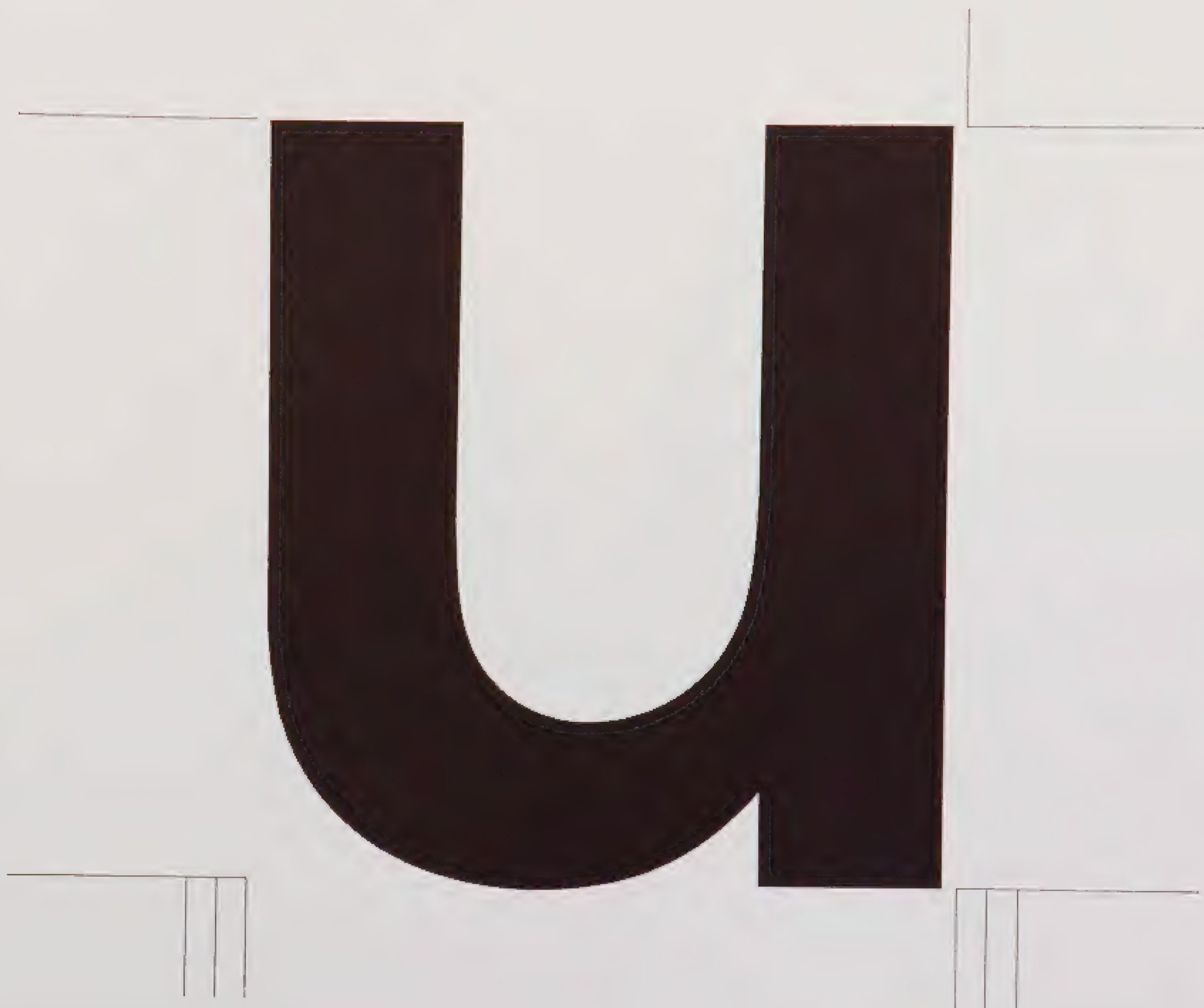






A large, bold, black uppercase letter 'S' is centered on the page. It is surrounded by four registration marks, each consisting of a horizontal line and a vertical line forming an L-shape, located at the top-left, top-right, bottom-left, and bottom-right corners of the letter's bounding box.

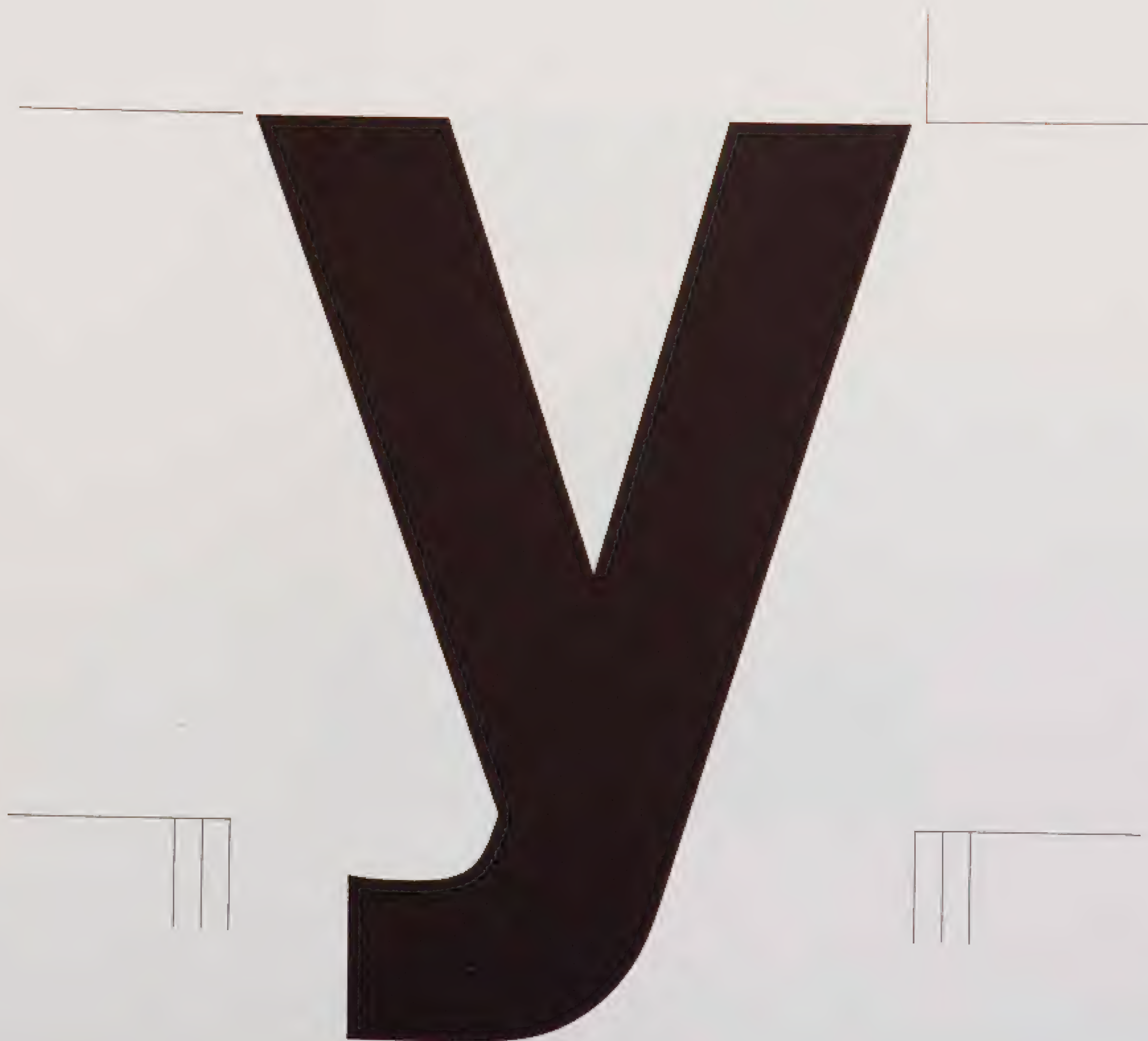






W



























A B

C D



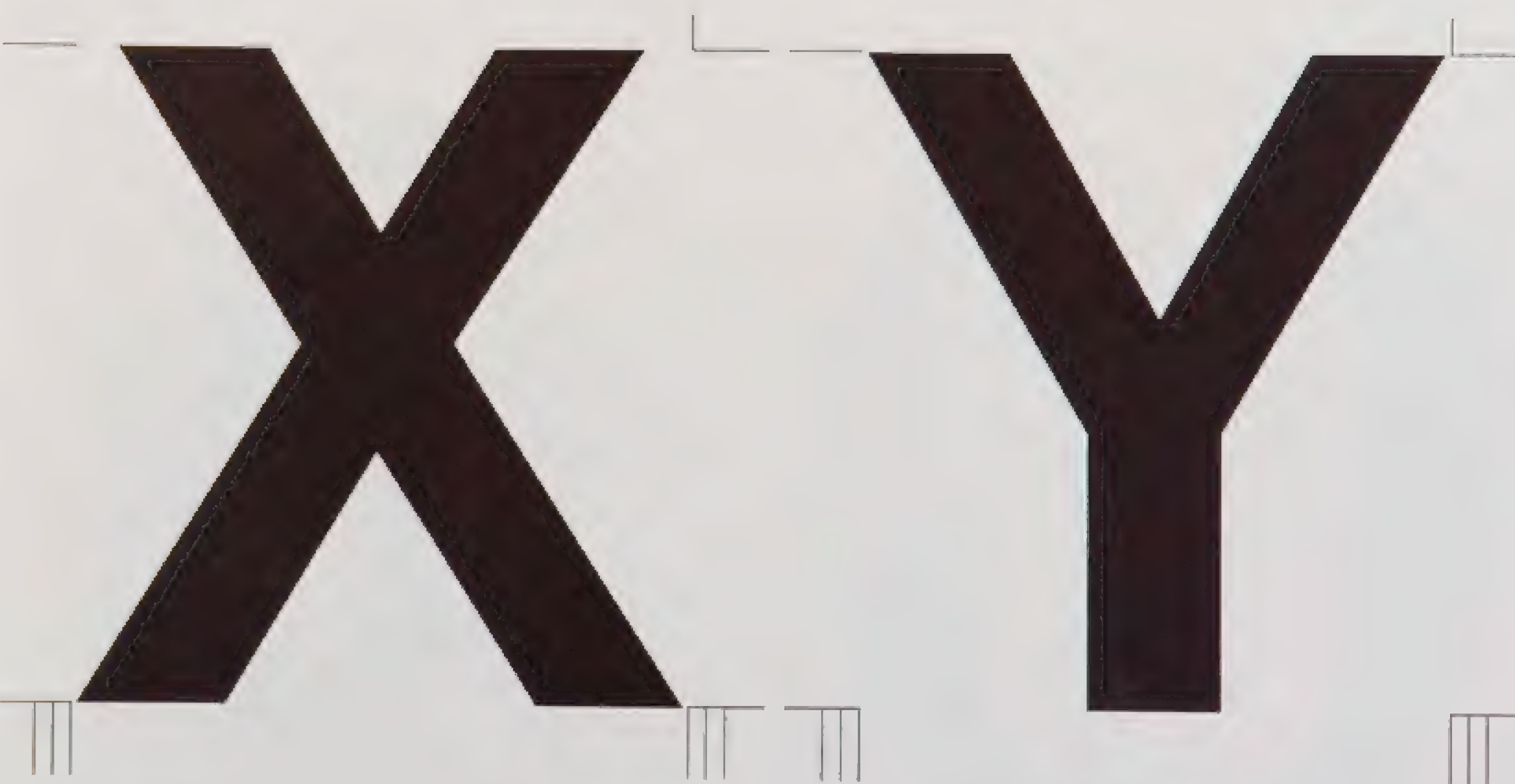


N O

P Q

RS

TU



Z ! ?

& ()



a b c

d e f

g h i

j k l

m m

o p

q r s

t u v



12

34

5

6

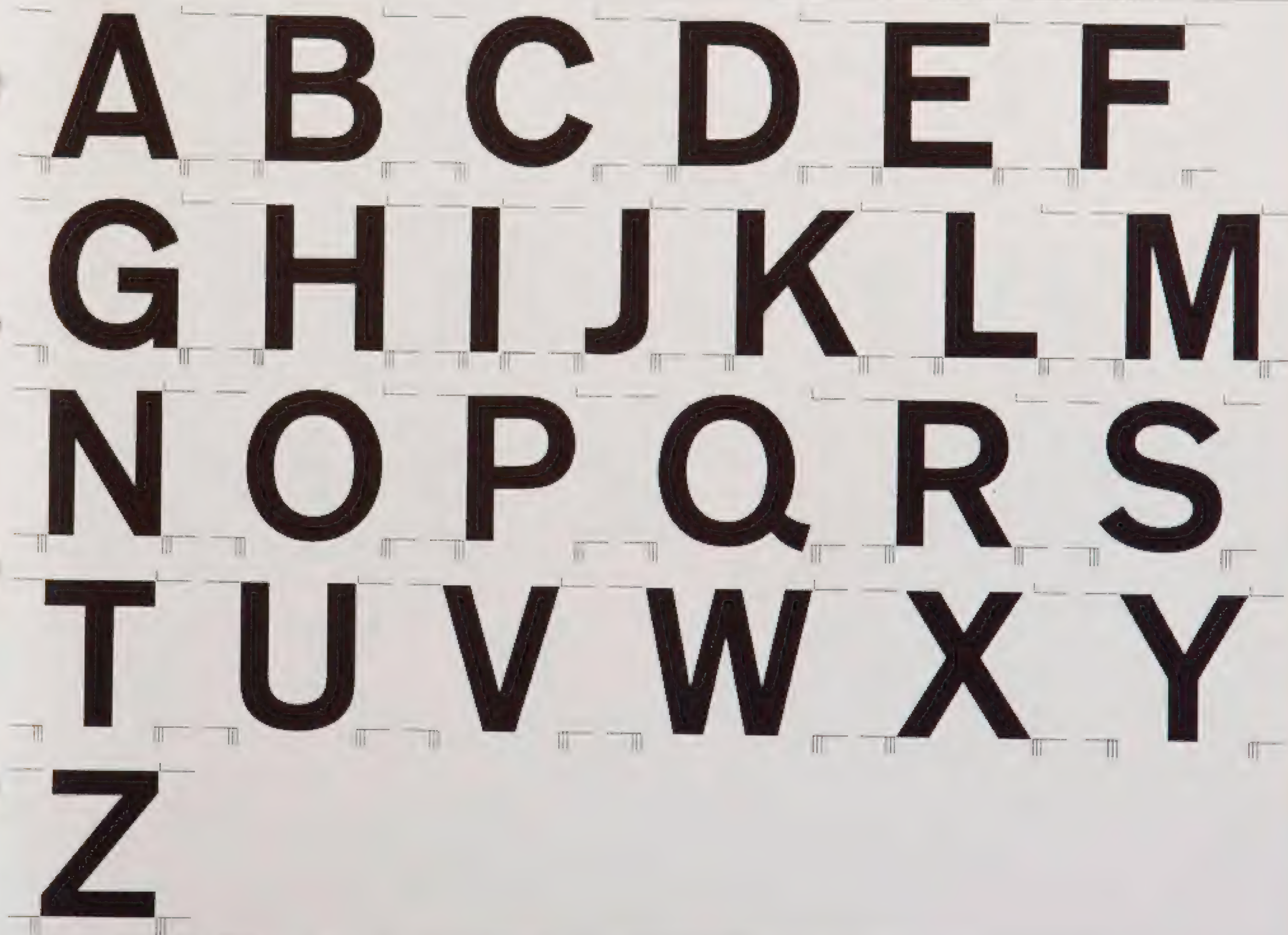
7

8

90

Standard Medium
1 3/4" height upper case X

Type face: Standard Medium.
Size: 1 3/4" height uppercase X.
Use: For informational and small temporary signs.
Letter spacing: Each letter or number has 2 spacing units for letter spacing on both the left and the right side. The horizontal and vertical lines establish the correct position of the character or number. When adding or subtracting space units as determined by the chart on page 10, the position of the units in relation to the letters shown on the following pages must not change. Information concerning the use of the space units can be found on pages 9 and 10.
Reproduction method: By photographic means only.



Standard Medium
1 3/4" height upper case X

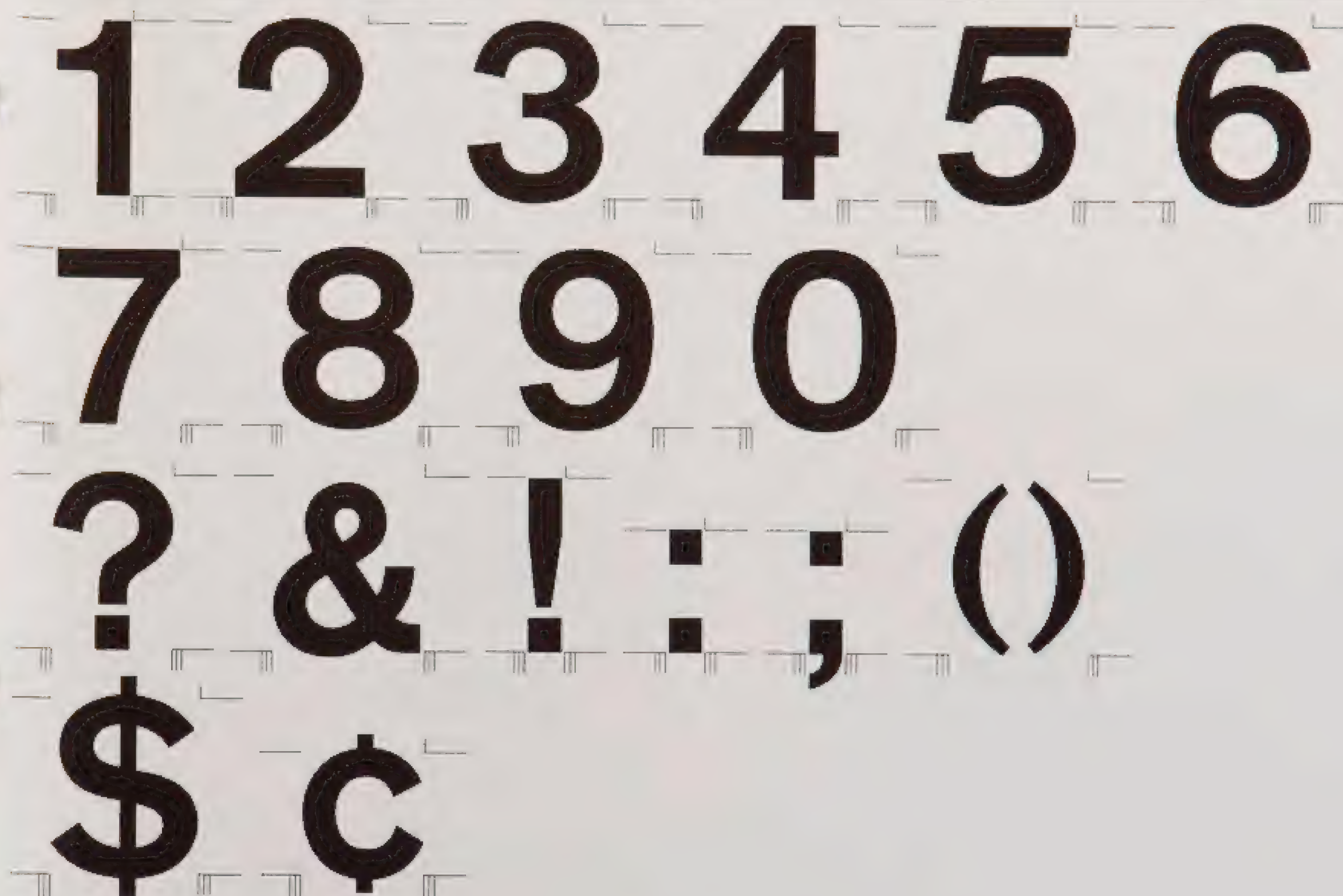
Type face: Standard Medium
Size: 1 3/4" height uppercase X
Use: For informational and small temporary signs.
Letter spacing: Each letter or number has 2 spacing units for letter spacing on both the left and the right side. The horizontal and vertical lines establish the correct position of the character or number. When adding or subtracting space units as determined by the chart on page 10, the position of the units in relation to the letters shown on the following pages must not change. Information concerning the use of the space units can be found on pages 9 and 10.
Reproduction method: By photographic means only.

a b c d e f g
h i j k l m n o
p q r s t u v
w x y z

Standard Medium
1 1/8" height upper case X

Type face: Standard Medium.
Size: 1 1/8" height uppercase X.
Use: For informational and small temporary signs.
Letter spacing: Each letter or number has 2 spacing units for letter spacing on both the left and the right side. The horizontal and vertical lines establish the correct position of the character or number. When adding or subtracting space units as determined by the chart on page 10, the position of the units in relation to the letters shown on the following pages must not change. Information concerning the use of the space units can be found on pages 9 and 10.

Reproduction method: By photographic means only.



Sign glossary and semantics must be carefully considered as a strict discipline established in order to be consistent throughout the entire signing system. Many different terms have been used in the past, causing confusion and hesitation. It is the policy that the copy writer of sign messages should use positive language, for example: open 10 am—8 pm instead of closed 8 pm—10 am. The purpose of this glossary is to establish a long-range policy and standard.

Abbreviations

When names, rather than numbered streets or avenues, appear for station identification abbreviations Av, St, Blvd, are always used. In the case of numbered streets or avenues, no abbreviations are used. However, for train information signs, use the abbreviations: Av, St, Blvd. In addition, days of the week are abbreviated: Sun, Mon, Tue, Wed, Thu, Fri, Sat. East and West are abbreviated E and W. When other abbreviations are used in the total signing system, it is the policy to conform to the basic rules of the English language. Punctuation should be avoided. It should be used only when necessary to clarify the meaning of the copy. However, when used, it should conform to the standard rules of the English language.

Arrows

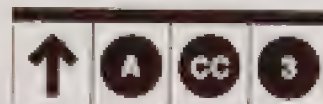
Used as first left hand module of all directional signs. The arrow always appears to the left of disc(s) and/or copy to which it refers. See directional signs page 59.

Discs

This is a bullet of the appropriate color with the line letter or number designation in white. Bullets are arranged in alphabetical order, left to right, followed by numbers in numerical order.

Directional Signs

The nature of the system is such that we have two types of directional signs. We have the directional sign that leads the passenger to a certain point; second we have the combination directional—train information. This second category is called the train information sign; it is located on the platform parallel to the track. 1. Directional signs consist of (left to right) arrow(s), directional inscription, disc(s). Examples:



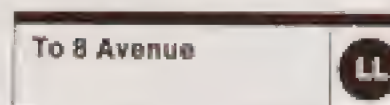
2. The directional inscription is the extreme left hand module on the train information sign. In boroughs other than Manhattan, the directional sign indicates only 'Manhattan' for service going in that direction. For service in the opposite direction, the terminal is shown.

Examples:

Northbound platforms on the D QJ line in Brooklyn will show 'Manhattan'. Southbound platforms on the D line in the Bronx will show 'Manhattan' (For services, such as GG, which do not go to Manhattan, the borough to which service is heading will be shown).

In Manhattan the sign reads 'Uptown' or 'Downtown' and the Borough of destination

other than Manhattan, if any, where appropriate. Borough(s) of destination may be omitted 1) if there are two, 2) if service is part-time. Uptown and downtown are not used on crosstown lines. Examples:



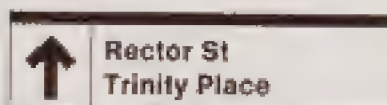
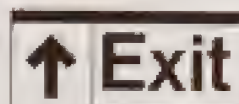
Entrance

'In' is used at controls (turnstiles) to indicate the way to trains.

Exit

'out' is used at controls on two-way turnstiles. 'Exit' is used in all other places to indicate the way out. When the passenger has a choice of two stairways at the exit, the name of the cross street (as opposed to the street in which the line is located) is in the primary or top position.

Examples:



Informational Copy

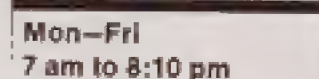
This is the detailed information about the service(s) operating; it is placed immediately to the right of the appropriate disc(s) on the train information sign.

Example: see page 176.

Mon—Fri

This is used to describe limited service. It is placed before the hours of operation.

Example:



Part-time service (Also see Rush Hours)

When shown on train information sign, it is normally accompanied by travel instructions for the hours when the part-time service is not operating. When part-time service varies according to the day of the week, show a common time, when practicable, by using the latest starting time and the earliest ending time when it will not create a passenger hardship.

Examples use:

Uptown ⑤ To E 180 St or Dyre Av
7:40 am to 9:15 pm
Other times take ① to 149 St,
Change to ②

rather than:

Uptown ⑤ To E 180 St or Dyre Av
Mon-Fri 6:05 am to 9:50 pm
Sat 6:25 am to 9:15 pm
Sun 7:40 am to 9:30 pm
Other times take ① to 149 St,
Change to ②

Routing

When two or more services, using various routings, go to the same terminal or locality, the route is shown on the train information sign. Examples:

via 8 Av	via 7 Av-Broadway
via Queens Blvd	via Av of the Americas
via Brighton	via McDonald Av
via West End	via Broadway
via Sea Beach	via Lexington Av
via Broadway Brooklyn	

Rush Hours

Generally, rush-hour services are briefly explained in an extreme righthand module of the train information sign which is headed 'Rush-hour Service(s) Mon-Fri:' (see train information sign for examples). The policy is to avoid showing actual times on the train information sign when not necessary. For example, at 34 St and Avenue of the Americas, the B train runs at all times at the same platform (although not always on the same track) thus precluding the necessity for showing actual times. The result is a reduction in visual clutter. The passenger merely watches both tracks if he is not sure if it is 'rush-hour' or not.

Street Entrance Signs (Elevated Structure)

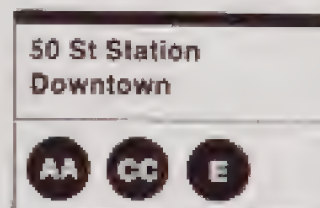
The sign on the elevated structure will be visible to the passenger at street level when he ascends the stairs. It includes the station name and discs of service. In the event the entrance leads to trains going in only one direction, the same sign will include that information.

Examples: See page 89.

Street Entrance Signs (Underground Structure)

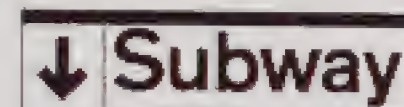
These are signs on the railing facing descending passengers, and on the opposite side of this railing. It includes the station name and discs of service. In the event the entrance leads to trains going in only one direction, the same sign will include that information.

Examples:



Sign on side railings have downward pointing arrow and 'Subway'.

Examples:

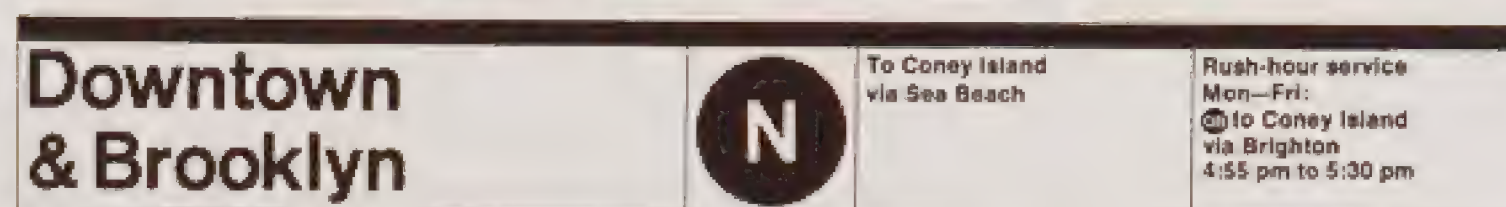
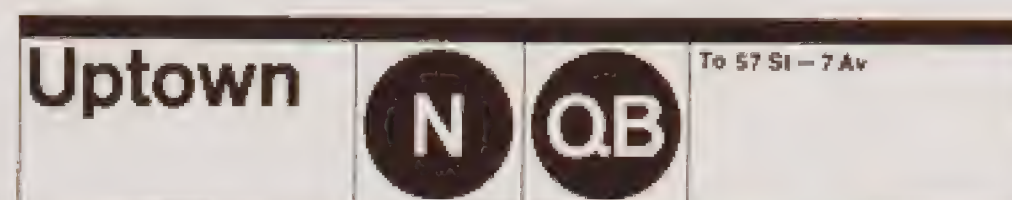


See pages 86-88.

Train Information Sign

This is mounted parallel to track, facing passengers on platform. Normally, these are divided into three basic sections (each one on a separate module so that changes can be made readily) which are, left to right:

1. Directional Inscription.
Normally one for all services on one track.
 2. Disc(s)
 3. Informational copy follows the disc(s) it applies to.
- When rush-hour service is described, it is done on an extremely righthand module headed 'Rush-hour service(s) Mon-Fri:'. Wherever possible, two or more bullets will be placed one next to the other; this is done when informational copy is identical for those services.
- Examples:



At platforms which service only one track the train information sign is mounted where possible so as to be visible to intending passengers who are outside the controls. However, in the case where the architecture of the station is such that there are only one or two entrances, additional signs are necessary. Generally, a minimum of three signs is required at each track at every platform.

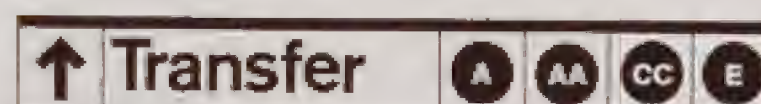
At island platforms the train information signs are mounted, so that passengers disembarking from the train will readily be able to see the sign on the opposite track.

Note: The train information sign shows current service. It is not used to emphasize changes in service.

Transfer Sign

The word 'transfer' is the symbol which is visible to passengers disembarking from trains at transfer stations. The transfer sign consists of the arrow, the word transfer and the disc(s) of the service(s) to which the passenger may transfer. It is positioned at right angles to the tracks.

Examples:



Transfer signs direct passengers to the point at which they leave the platform. From that point to the platform where the desired service operates, passengers are guided by directional signs. The transfer sign is normally used at all stations where a platform change is required. It is not used when a change of trains is made at the same platform.

Nomenclature for station identification
Numerical listing of stations

1 Avenue	111 Street
2 Avenue	111 St—Greenwood Av
3 Avenue	116 Street
4 Avenue	116 St—Columbia University
5 Avenue	121 Street
6 Avenue	125 Street
7 Avenue	135 Street
8 Avenue	137 St—City College
8 Street	138 St—Grand Concourse
9 Avenue	145 Street
9 Street	149 Street
13 Avenue	149 St—Grand Concourse
14 Street	155 Street
14 St—Union Sq	155 St—8 Av
15 St—Prospect Park	156 Street
18 Avenue	157 Street
18 Street	160 Street
20 Avenue	161 Street
22 Av—Bay Parkway	163 St—Amsterdam Av
23 Street	166 Street
23 St—Ely Av	167 Street
25 Avenue	168 Street
25 Street	169 Street
28 Street	170 Street
30 Av—Grand Av	174 Street
33 Street	174 St—175 St
33 St—Rawson St	175 Street
34 Street	176 Street
34 St—Penn Station	177 St—E Tremont Av
36 Avenue	177 St—Parkchester
36 Street	179 Street
39 Avenue	180 Street
40 St—Lowery St	181 Street
42 Street	182 St—183 St
45 Road	183 Street
45 Street	190 Street
46 Street	191 Street
46 St—Bliss St	204 Street
47 St—50 St—Rockefeller Center	205 Street
49 Street	207 Street
50 Street	215 Street
51 Street	219 Street
52 St—Lincoln Av	225 Street
53 Street	231 Street
55 Street	233 Street
57 Street	238 Street
59 Street	241 Street
59 St—Columbus Circle	242 Street (see Van Cortlandt Park)
61 St—Woodside	
62 Street	
63 Drive	
65 Street	
66 Street	
67 Avenue	
68 St—Hunter College	
69 St—Fisk Av	
71 Street	
71 St—Continental Av—Forest Hills	
72 Street	
74 St—Broadway	
75 Av—Puritan Ave	
77 Street	
79 Street	
80 St—Hudson St	
81 St—Museum of Natural History	
82 St—Jackson Heights	
86 Street	
88 St—Boyd Av	
90 St—Elmhurst Av	
95 Street	
96 Street	
102 Street	
103 Street	
103 St—Corona Plaza	
104 St—Oxford Av	
110 Street	
110 St—Cathedral Parkway	

Nomenclature for station identification
Alphabetical listing of stations

Alabama Av
Allerton Av
Aqueduct
Astor Pl
Astoria Blvd—Hoyt Av
Atlantic Av
Avenue H
Avenue I
Avenue J
Avenue M
Avenue N
Avenue P
Avenue U
Avenue X
Bay 50 St
Bay Parkway
Bay Ridge Av
Baychester Av
Beach 25 St—Wavecrest
Beach 36 St—Edgemere
Beach 44 St—Frank Av
Beach 60 St—Straiton Av
Beach 67 St—Gaston Av
Beach 90 St—Holland
Beach 98 St—Playland
Beach 105 St—Seaside
Bedford Av
Bedford—Nostrand Av
Bedford Park Blvd
Bedford Park Blvd—200 St
Bergen St
Beverly Rd
Bleecker St
Borough Hall
Botanic Garden
Bowery
Bowling Green
Brighton Beach
Broad Channel
Broad St
Broadway
Broadway—E New York
Broadway—Nassau
Bronx Park E
Brook Av
Brooklyn Bridge—Worth St
Buhre Av
Burke Av
Burnside Av—New York University
Bushwick Av—Aberdeen St
Canal St
Canal St—Holland Tunnel
Carroll St
Castle Hill Av
Central Av
Chambers St
Chambers St—Hudson Terminal
Chauncey St
Christopher St—Sheridan Sq
Church Av
City Hall
Claremont Parkway
Clark St—Brooklyn Heights
Classon Av
Cleveland St
Clinton—Washington Av
Coney Island—Stillwell Av
Cortelyou Rd
Cortland St
Court Sq
Court St
Crescent St
Cypress Av
Cypress Hills
Dean St
De Kalb Av
Delancey St
Ditmars Blvd
Ditmas Av

Dyckman St
Dyckman—200 St
Dyre Av
East 105 St
East 149 St
East 180 St
East Broadway
E Tremont Av—Boston Rd
Eastern Parkway—Broadway Junction
Eastern Parkway—Brooklyn Museum
Elder Av
Elderts Lane
Elmhurst Av
Essex St
Euclid Av
Far Rockaway
Flatbush Av
Flushing Av
Fordham Rd
Forest Av
Forest Parkway
Fort Hamilton Parkway
Franklin Av
Franklin St
Freeman St
Fresh Pond Rd
Fulton St
Gates Av
Graham Av
Grand Army Plaza—Prospect Park
Grand Av—Newtown
Grand Central—42 St
Grand St
Grant Av
Greenpoint Av
Gun Hill Rd
Gun Hill Rd—210 St
Halsey St
Hewes St
High St—Brooklyn Bridge
Houston St
Howard Beach
Hoyt St
Hoyt—Schermerhorn St
Hunters Point Av
Hunts Point Av
Intervale Av—163 St
Jackson Av
Jay St—Boro Hall
Jefferson St
Junction Blvd
Junius St
Kings Highway
Kingsbridge Rd
Kingston Av
Kingston—Throop Av
Knickerbocker Av
Kosciusko St
Lafayette Ave
Lawrence St
Lefferts Blvd
Lenox Terminal—148 St.
Lexington Av
Liberty Av
Livonia Av
Longwood Av
Lorimer St
Main St
Marcy Av
Metropolitan Av
Metropolitan Av—Grand St
Middletown Rd
Montrose Av
Morgan Av
Morris Park
Morrison Av—Sound View Av
Moshulu Parkway
Mt Eden Av
Myrtle Av—Broadway

Myrtle—Willoughby Av
Myrtle Av—Wyckoff Av
Nassau Av
Neck Rd
Neptune Av—Van Sicklen
Nereid Av—238 St
Nevens St
New Lots
New Lots Av
Newkirk Av
New Utrecht Av
Northern Blvd
Norwood Av
Nostrand Av
Ocean Parkway
Pacific St
Park Place
Parkside Av
Parsons Blvd
Pelham Bay Park
Pelham Parkway
Penn Station—34 St
Pennsylvania Av
President St
Prince St
Prospect Av
Prospect Park
Queens Blvd
Queens Plaza
Queensboro Plaza
Ralph Av
Rector St
Rockaway Av
Rockaway Blvd
Rockaway Park
Rockaway Parkway
Roosevelt Av—Jackson Heights
St. Lawrence Av
St Mary's St—E 143 St
Saratoga Av
Seneca Av
Sheepshead Bay
Shepherd Av
Simpson St
Smith—9 St
South Ferry
Spring St
Steinway St
Sterling St
Sutphin Blvd
Sutter Av
Sutter Av—Rutland Rd
Times Square—42 St
Tremont Av
Union Sq
Union St
Union Turnpike—Kew Gardens
Utica Av
Van Alst—21 St
Van Cortland Park—Manhattan College—242 St
Van Siclen Av
Van Wyck Blvd
Vernon—Jackson Av
Wall St
West 4 St—Washington Sq
West 8 St
Westchester Square—E Tremont Av
Whitehall St
Whitlock Av
Willels Point—Shea Stadium
Willoughby St
Wilson Av
Winthrop St
Woodhaven Blvd
Woodhaven Blvd
Woodlawn
York St
Zerega Av



